PRINTERS' INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CXXIX, No. 12 New York, December 18, 1924

OC A COPY

B. A. I. S. 1924 with N. W. Ayer & Son



The old "One-two"

FIRST a short, jolting Left—then a crushing Right! Then another Left, then another Right. That's the tamous "One-two" which Gentleman Jim Corbett successfully introduced into fisticusts. And that's the punch we have employed in the arena of advertising for our client, the American Ironing Machine Company, of Chicago.

In laying plans for their campaign we found their product had two distinct and fundamental appeals. Either was powerful. Together they were irresistible. Our decision was for a two-fisted attack.

One month, Simplex Ironer copy drives home a short, jolting reminder of the drudgery of ironing by hand. The next, a compelling argument for the ease and comfort and pleasure of ironing the Simplex way. Now, a blow at the frightful weekly waste of time and human energy through old methods. Next, an inviting presentation of the restful, healthful, happy new way.

The fight is still young, but enthusiastic reports from the Simplex corner indicate our systematized attack is battering its way to victory.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



After one year's service we made a contract with you for the longest period that you could give us.

BRANCH WOUSES

GEO. P. IDE & Co., Inc.



COLLARS AND SHIRTS TROY, NEW YORK, U. S. A.

> TROY, N. Y. Sept. 1924.

Artenae Ward, Inc. 30 Union Square, Hew York

Centlement

Answering your inquiry of August 28, as to what we think of the value of advertising in the Interborough Elevated and Subway Cars:

As you know, we first took up your sedium back in 1816. After one year's service we made a new contract with you for the longest period that you could give us. Baturally secould not have done this if we hadn't been pretty well estimated in this results that we were obtaining.

We have since had no occasion to regret our action of seven years ago. Our business in New Tork has steadly increased year after year, and it is our belief that this is in no small measure due to our steady advertising in the cars of your company.



Atvertising Manager

Ira Fleming

"What Interborough Advertising Is Doing for Others It Can Do for You!"



INTERBOROUGH Subway & Elevated Car Card & Poster

ADVERTISING

UNION ARTEMAS WARD, INC. NEW YORK SQUARE ARTEMAS WARD, INC. N.Y.

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PRINTERS' INK

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VOL. CXXIX

NEW YORK, DECEMBER 18, 1924

No. 12

The Evils of "Courtesy" Sales

Some of the Effects of Permitting "Friends" and Employees to Buy Direct from the Manufacturer or Wholesaler at Inside Prices

By George H. Wicker

HOW innocent and trifling a thing it seems to accommodate a friend when he asks to buy one of your products at the "in-

side price."

I tried it out recently on a friend of mine who is the general manager of a company manufacturing a very fine line of mattresses. A particularly goodlooking specimen in his showroom took my fancy. All I said was, "It's a beauty.

He jumped as if in answer to a

question.

"Would you like to get one for yourself?" he asked. "Simply tell me the size of the bed you want it for and I'll have it delivered to your home at factory cost."

Factory cost sounded to me like an alluring reduction. Such a good thing needed pushing along, so I asked him if I could buy two. "Sure," he replied. "A dozen if you like."

I ordered two and a couple of weeks later they came from a distant city with \$4.75 express

charges for me to pay.

A mistake had been made in the size of one and rather than bother my friend about making an exchange I kept it and said nothing. But that is another story. All I'm concerned with here is the fact that the deal was literally pushed upon me, though of course I was a willing party to the pushing.

Where was any harm done in this friendly and innocent tran-

saction?

RK

As an isolated case, I fail to see where much harm was done except that a retail dealer or two lost an opportunity to make a sale and establish contact with at least one family. There was economic loss, of course, for the manufacturer ordinarily distributes through retailers and is seeking to establish distribution on a profitable basis. Every time he shortcuts to the consumer, he works His cost system destructively. must record a loss which would not be there had the goods gone to the dealer.

However, the isolated example shows its effects much more vividly when it becomes an epidemic.

A few months ago the electrical appliance retailers in New York City registered an energetic pro-test with the New York Electrical Board of Trade against the practice of manufacturers, jobbers and public - service corporations of granting courtesy discounts to employees and friends. In many cases these discounts were found to be equal to dealers' discounts and even greater.

The situation among retailers became so bad that dealers everywhere were able to cite numerous examples of lost sales, where customers came into stores and tried to purchase electrical appliances at less than the retail price, saying, "You might as well let me have it at a reduction because I have a friend who works for the company that manufactures this article and he gets a trade discount-thirty off. I can get it through him."

In New York City there was

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found to be one public service company with 10,000 employees who were allowed "employees' prices" on electrical goods. Not only was the courtesy of a discount extended to employees, but to relatives, friends and friends of friends. Other companies, both manufacturers and jobbers, allowed their employees to purchase goods from retailers on company requisitions, when the article was purchased for the employee's personal use or was supposed to be.

Not only that but the time of high-salaried executives is constantly being taken up in putting through orders for sales to "friends" and others, thus burdening the transaction with the added cost of executive overhead.

In another city of Western New York an electrical jobbing house found it had handled 281 separate transactions in one month from one large company. The employees of this company were supplied with blank order forms, bearing an order number, and filled in the articles wanted after they came to the jobber's store and made a selection. The practice began to extend itself to whole families, until all electrical devices that went into the home were purchased in this way.

were purchased in this way.

At length complaints from retail dealers became so numerous and vigorous that the jobber in question published the following notice under the caption, "Announcement to the Public of 'Retail Prices Only'":

Beginning today we are making a change in our sales policy, whereby all discounts are withdrawn except to established dealers who buy for resale, and to industrial plants on such items as enter into plant maintenance, factory extensions or manufactured product.

While this is a departure from our

While this is a departure from our past policy—a policy which we practiced for many years—we feel justified in our action. Originally intended as a courtesy to be enjoyed by purchasing departments and executives, we find ourselves in a position wherein we are giving retail service at wholesale prices, not only to those for whom it was intended, but to 70 per cent of the buying public of this city! This, you will agree, is economically unsound.

Keep in mind, if you will, that this does not affect your status with us as a buyer at wholesale prices of such goods

as are used in your plant. We wist
to emphasize that point, because we
nevertheless hope to make of our service such a tangible thing that you we
have no hesitancy about entrusting us
with your orders for electrical requirements.

Manufacturers in many lines have this problem to deal withleather goods, baggage, furniture, jewelry, wearing apparel, rugs, musical instruments mattresses, to name but a few of the more important. The practice of allowing courtesy discounts, and permitting friends and relatives of wholesale customers to buy at wholesale prices, while seemingly harmless, is demoraliz-Executives in those fields where the custom has gained any foothold whatever are outspoken in their condemnation of it. But. strange to say, they seem unable to devise any effective means of abolishing it. Therefore it continues to flourish with more or less devastating effect.

Whether it occurs once a day or once a decade, it is harmful and unethical and sets influences in operation that gnaw at the good-will of a business. Like the custom of buying advertising space to be paid for with merchandise, it brings buyer and seller together on the wrong basis. One or the other makes a virtue of expediency. I buy a mattress not because it is the particular mattress I want but because it is one I can get at a reduction. If I am not satisfied with it after I buy it, it is difficult for me to do anything about it. As like as not I become angry. Had I purchased it from a dealer, there would be recourse, and the dealer would have an interest at stake and give me satisfaction for the sake of future business.

Somehow, at some time, dealers learn of these direct purchases and form opinions of the manufacturer that salesmen do not find it easy to change.

The manufacturer of a well-known line of cameras had a condition of this kind to contend with in the early days of his business. Amateur picture-taking was a decided novelty some twenty or

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Where Quality Counts Double

QUALITY is always worthwhile: Quality buys more and sets the standards for those who buy less.

Quality in the smaller towns counts double. Nowhere else are Quality's dictates so thoroughly respected.

In the small towns, Quality is the church families.

The key to the church families in the smaller towns is

Christian Herald

twenty-five years ago. It became a fad, almost a craze. The city in which this industry grew up was proud of it. The company believed in national advertising, used it in what was considered in those days liberal quantities, and the city became famous as the home of this particular manufacturing industry.

The article was something that appealed particularly to young people. As the company grew rapidly it was able to offer employment to large numbers of the city's young people. Almost the first thing these young people did after going to work was to purchase a camera for personal use and the company allowed them to buy at a substantial reduction from the retail list.

Soon brothers, sisters, cousins, uncles, aunts and other relatives wanted cameras. Then more distant relatives, friends and acquaintances sought to buy through employees. These employees. many of them, became large customers and absorbed a tidy volume of cameras. But local retailers through whom the company sought to distribute its product to the public, did not do so well. Almost everybody in town who wanted a camera could easily locate some friend of an employee

the

negotiate

purchase

through him. the company became When aware of the retail situation in its home city, which condition began to extend itself to surrounding towns, it devised an effective remedy. Today, and for many years past, employees of the company may buy cameras and supplies for their own use, but not at factory cost or even at the wholesale price. They are allowed a small discount from the retail price—something like 20 per cent. Employees who wish to avail themselves of this privilege sign a brief form in which they state they are buying for their own personal use and not for re-sale. All purchases to employees are recorded by date and amount. an employee is detected in the act of buying for resale, the privilege of buying again is withdrawn and

flagrant misuse of the prerogative results in dismissal.

In this case, as in every case of selling at "courtesy" discounts, the remedy rested with the manufacturer. The evil, which became a very great evil, has been effectively abolished and the manufacturer's retailers in the city referred to now do a profitable business. Everybody is satisfied. Everybody knows and accepts the conditions. The company makes an honest product which is worth every cent of the retail price. Whenever a manufacturer offers to let a friend buy his product at less than the full retail price he says by that act as clearly as though he put it in words, "It isn't really worth what we ask for it at retail."

How much more respect it engenders for an article of merchandise and for the firm that makes it when the manufacturer comes out bravely with a defense of his retail price. There are many other ways to be "courteous," such as making a personal selection for the friend, or allowing the friend to go into the factory and make his own selection. Let the courtesy be a commission credited to the dealer in whose territory the friend lives. Dealers who have had that happen to them swear by the manufacturer. It is dealer good-will purchased at a cost of

nothing at all. Not so many years ago a form of the "courtesy discount" evil existed in the piano industry. As in the camera instance, it began when manufacturers of pianos allowed their employees to buy pianos apparently for their own use at factory or wholesale prices. It was not very long before some of these employees established neat little businesses of their own on the side. A man employed in a piano factory could spend his spare time calling on neighbors and friends and whenever he found a prospect he could either sell him his own piano and buy a new one for himself, or have the new one delivered to his home and later transfer it to the home of the buyer.

(Continued on page 180)

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"A copper disk and a horseshoe magnet became this"

"Golly, Mr. Greene, you mean that that little piece of apparatus at school is the same as this big baby?"

"Fundamentally, yes. This great dynamo and our laboratory apparatus are absolutely the same in principle. To tell the story of electrical development is to tell the story of America's rise to the industrial supremacy of the world. Because of this dynamo and tens of thousands like it, our country today leads the world in the march of industrial progress."

Through the pages of THE AMERICAN BOY, half a million youthful imaginations are being fired with the romance of America's national industry. In its stories and articles, written by the foremost authors of the day, these men of tomorrow are catching visions and inspirations of how and where they will fit into the world of business.

What better time than now to tell these youngsters about the great basic industry to which you are giving your best? These boys average from 15½ to 16 years in age. Now, they are learning their business A, B, C's. Soon, they will have to be reckoned with as the men you want to reach. The great story of your industrial achievement will fall upon receptive ears. Win them through advertising in The American Boy.



Names that are known in every American Home

J. WALTER

Grocery products advertised by The J. Walter Thompson Company

Aunt Jemima's Pancake Flour Libby, McNeill & Libby Breads: Freihofer's, Rice's, Mrs. Schmidt's, White Rose Brer Rabbit Molasses Chelmsford Ginger Ale Close's Candies Colman's Relishes Cream of Wheat Diamond Crystal Salt Fleischmann's Yeast

Franklin Baker Coconut

Good Luck Pie Filling

Products Log Cabin Syrup Peter Henderson Seeds "Philadelphia" Cream Cheese Royal Baking Powder Sperry Flour Sun-Maid Raisins Sunbrite Cleanser Swift's Meats Welch's Grape-Juice



Grabe-Nuts

HEREVER grocery products are sold, you will find these names.

In many cases starting from small beginnings, they have won and held leadership.

The housewife has been told constantly what each product will do-her interest has never been allowed to flag. She has come to call for these products day after day until they have become household words in every American home.

If you make a product selling through the grocery stores, the long experience of the J. Walter Thompson Company will help you sell in greater volume.

THOMPSON

CINCINNATI NEW YORK BOSTON CHICAGO SAN FRANCISCO LONDON

Skinner's Old Advertising Policy Is Put to a New Use

Seventy-six-Year-Old Concern Advertises Satin for Shoes to Consumers

WILLIAM SKINNER came to Massachusetts in 1848, to take charge of a silk dyeing plant owned by British capital. Until the seventies this plant was engaged in making sewing silk. Then came the addition of broadsilks and satins; the mill prospered and William

pered and William Skinner, the elder became one of the leading manufacturers in New England

New England. He was always a pioneer. Jobbers took the entire output of mills in those days. Garment makers were less numerous and important than they are now. Mr. Skinner was one of the first in the textile field to assert his independence and mark his product. He opened wholesale salesrooms in the four largest cities and later added others.

In 1881 he wove a red selvage into the fabric. Competitors copied this plan. Then in 1882 he wove in the selvage the name. "Skinner's Satin" and thus became one of the first textile manufacturers to identify his product through the channels of distribution, to the con-

In 1886 an advertising policy was adopted which even in this enlightened day many advertising agency men find difficult to sell to the manufacturer who does not make goods which the consumer buys. The woman who buys the cloak could be convinced by advertising that it was good sense for her to tell the man at the counter to ask the man who made

it to buy his satin from Skinner, because it was good satin. Many manufacturers today, facing the same problem, are offering all sorts of objections to an advertising campaign which would help them solve it. Today "look for the name in the selvage" is a buy-



The Richness of Satin

evolution of foot-wear it was only natural that milidy's loveless shoes should be of axin.

This is in an atmosphere about satin that the moreutitatain leather thoc can never share. For dress or boudont wear no foot covering equals axin in distinctions and charm. And in recent years, the development of the axin the should be appropriated to the con-

by shilled weaving that has produces the finest of dress satina and lining and satinat, has given the world as tourdest of shore astine—made extended to the satine—made extended to the sating the sa

Skinner's

"LOOK FOR THE NAME IN THE SELVAGE"

AN IDEA USED IN ONE FIELD IS TRANSFERRED TO ANOTHER LINE

ing suggestion known to millions of women, to department stores and to the cutting-up trade.

With a tried advertising policy, it is natural that a new use for satin should find this firm taking full advantage of it. Satin is now being extensively used for ladies footwear. The company which had long advertised a product as the brand to look for in dress

he all s-lp

g



Think of being able to pick up stations from the Atlantic to the Pacific and from Canada to the Gulf without staying up until the wee hours.

When it's 9 o'clock in New York City and 6 o'clock in Oakland, Cal., it's 8 o'clock in Des Moines.

As Iowa is in the heart of the continent, Iowa fans have their choice of all the programs. Then, too, Iowans have none of the troublesome interference that is so annoying in the larger cities.

No wonder aggressive radio manufacturers are finding lows one of their best and most active markets.

Be sure your list includes

THE DES MOINES REGISTER AND TRIBUNE-NEWS

160,000 Daily-135,000 Sunday-99% in Iowa

"The backbone of practically every successfui advertising campaign in Iowa"

An up to the minute survey "Radio in Iewa" will be mailed to any radio manufacturer or any advertising agency on request.

satins and lining satins now makes a special kind of satin for shoes—and advertises it to the consumer. Thus an old and tried advertising policy which has proved its value over a long period of years, puts the company in a strong, strategic position to take full advantage of a new use and new buying habits, by first making a new product to meet the new use, and then promptly applying the tried advertising policy to its sale.

There is an excellent sugges-

There is an excellent suggestion in this recent action of William Skinner & Sons for many manufacturers who are trying to meet similar situations without the aid of a consistent and continuous advertising policy.

Straw Hat Account with Cecil, Barreto & Cecil

The Townsend Grace Company, Baltimore, manufacturer of Townsend Grace straw hats, has placed its advertising account with the Baltimore office of Cecil, Barreto & Cecil, Inc., advertising agency. Newspapers and magazines will be used in a campaign to be conducted during the coming season.

R. C. Rothschild Returns to Own Business

Richard C. Rothschild has resigned from the New York office of Lord & Thomas to return to his own organization, The Rothschild Company, advertising and merchandising counsel, New York, which he is conducting with his brother, H. C. Rothschild.

Magazine Campaign for Peaslee-Gaulbert

The Peaslee-Gaulbert Company, Louisville, Ky., paint manufacturer, is planning to conduct a magazine campaign in 1925. Williams & Cunnyngham, Inc., advertising agency, Chicago, will direct this advertising.

Elgin Appoints Lennen & Mitchell

The Elgin Watch Company, Elgin. Ill., has appointed Lennen & Mitchell, Inc., New York, advertising agency, to direct the advertising for Elgin watches in 1925.

French Line Account with Dorland

The advertising account of the French Line Steamship Company, New York, has been placed with the Dorland Agency, Inc., New York. This appointment becomes effective January 1.

Buffalo "Commercial" Succeeded by "Evening Post"

The first issue of the Evening Post was published in Buffalo on December 15. This publication succeeds the Buffalo Commercial, an evening newspaper which was started in 1811. Richard R. Coley is editor and publisher of the new

paper.

The Evening Post is published by the Evening Post Company, which recently was incorporated by C. W. Webster, W. A. Schweizer and Mr. Coley. Mr. Webster is president of the Curtiss Aeroplane Export Company, of New York, with which Mr. Coley also was previously associated. Mr. Schweizer is treasurer of the new company. A. H. Longbotham is secretary and general manager of the plant.

G. C. Dawson Joins Kelsey-Mooney-Stedem

George Coleman Dawson, formerly associated with Frank Seaman, Inc., New York, has become a member of the firm of Kelsey-Mooney-Stedem, Inc., San Francisco, advertising agency.

Francisco, advertising agency.

He will direct the preparation of plans and supervise production.

For the last three years Mr. Dawson has been engaged in advertising we'k on the Pacific Coast.

C. L. Pancoast Associates with C. C. Green

Chalmers L. Pancoast has bought an interest in the Charles C. Green Advertising Agency, Inc., with which he has become actively associated as vice-president. Until recently Mr. Pancoast was Eastern manager of Liberty. He formerly was manager of the Eastern division of national advertising of the Chicago Tribune.

Automotive Dealers Advertise Gift Suggestions

Automobile and accessory dealers of San Antonio, Tex., jointly used a halfpage of newspaper space in that city recently to suggest Christmas gifts for the car owners. Beside the suggestions, the names of the seventeen merchants supporting the "Give Something for the Car This Christmas" campaign were listed.

Mason Tire Account with Campbell-Ewald

The Mason Tire & Rubber Company, Kent, Ohio, has placed its advertising account with the Campbell-Ewald Company, advertising agency, Detroit.

R. M. Coghlan Joins St. Louis "Post-Dispatch"

Ralph M. Coghlan, national advertising manager of the Louisville Post, has resigned to join the editorial staff of the St. Louis Post-Dispatch.

A 53% Annual Increase! Since 1921, consistent year-around advertising, appearing exclusively in The Milwaukee Journal, has been an important factor in selling Parker Pens in the Milwaukee-Wisconsin market.

A Good Product, A Good Sales Orsanization and Good Advertising! The Parker Pen Company has made an average annual sales increase of more than 53% in the Milwaukee territory in the 4 years since they have been using The Milwaukee Journal exclusively. This rich market, thoroughly covered by one metropolitan newspaper, can be depended upon for a large volume of 1925 business at one low advertising cost per sale.

Read by more Milwaukee and Wisconsin people than any other publication in the world. Journal FIRST- by Merit

\$9,000,000

READERS of Chicago newspapers pay about \$24,000,000 annually for their newspapers.

And of this amount \$9,000,000 is paid annually for the Chicago Herald & Examiner by its readers.

Chicago Herald

NEW YORK - 1810 Readmen

for a Newspaper

TO national advertisers the value of a circulation of over 349,000 daily [at 3c a copy], and Overa-Million on Sunday [at 10c a copy], concentrated in the Chicago territory, is obvious.

Figures used in this advertisement based on Auditor's Report, 3-31-1924 and Government Statement

and Examiner

SAN FRANCISCO: Monadnock Bldg.

Securities Can't Be Sold in Chicago

to people who haven't the money to buy. But a more able-to-buy class of people—and a larger single body of them—would be hard to find than the readers of The Chicago Daily News.

The "net" of paying circulation, which logically determines the choice of an advertising medium for financial offerings, is found by Chicago merchants to be higher in the case of The Daily News than of any other daily newspaper in Chicago. The Daily News circulation of 400,000 is concentrated 94% in Chicago and its suburbs—the metropolitan market proper—and advertisers place more business in The Daily News than in any other daily newspaper in this territory.

Moreover special interest on the part of the investing public of Chicago is centered upon the financial pages of The Daily News—with consequent advantage to the advertiser—because The Daily News publishes in its "Final Edition" the complete story of the financial day 12 hours earlier than the same reports appear in next morning's papers.

Securities are sold in Chicago, with maximum advertising effectiveness, through

THE CHICAGO DAILY NEWS

First in Chicago

Golf as a Lesson in Selling Form

The Man Who Makes Eighteen Holes under Par and the Salesman Who Breaks Sales Records Use Identical Methods

By A. H. Deute

General Sales Manager, The Borden Company

PROBABLY one of the reasons why golf is so much enjoyed and appreciated by the average business man is because there is such a similarity between the game of golf and the game of business.

Many men make golf almost a business. They take away from their afternoon's play not only the memory of an enjoyable afternoon, but also come away with some sound business fundamental well crystallized in their mentality.

It is almost impossible to plod through, over and around eighteen holes without being able to find at least one splendid business

And so recently, after spending weeks and months in a vain attempt to work out the reason why our sales force was doing less than one should reasonably expect a sales force to do. I was tempted to slip away for an afternoon of golf. Although the result from a purely golfing standpoint was extremely poor. I was able to come away with the sales problem solved in my own mind.

Our sales problem was this: With a relatively large number of men, there are naturally some very good men and others far down on the list. Some do a good job month in and month out. Others, have only an occasional good week. The problem was to make those good weeks more frequent.

The solution came as a result of a particularly difficult hole. It was a hole of approximately 400 feet and the drive had accounted for well over 200 feet. It was the first satisfactory drive of the

Now, a good second shot would have meant the green or very close to it. But the second shot was badly topped. It bumped along the fairway for possibly fifty

yards. And the third shot was hooked over into the rough. The fourth stroke failed to bring the ball out of the rough. Then came a perfectly marvelous one right to the pin and a self-satisfying putt of some four feet wound it up with a snappy six.

I was patting myself on the

back.

And then Thompson spoiled matters by remarking: should have had a four. really did it in four, but you have to carry those two extra strokes because you dubbed two strokes."

"Do you know why you made some really fine shots and some miserably poor ones?" he continued.

"No! Why?"

"Because you have no real, aund, golfing form. You have sound, golfing form. plenty of power and strength and possibly some natural golfing ability. That is proved by the fact that you made several good shots without really knowing why and then you spoiled the result by making some very poor ones, without knowing why. If you will pay a little less attention for a while to the outcome of the stroke and make it your business to learn the why and how of the stroke, the distance and direction will take care of themselves. Distance and direction are effects and not causes. Golfing form, built upon an understanding of golfing fundamentals, is the cause.

BRUTE FORCE UNDEPENDABLE

"If you don't really know what you are doing and just depend upon brute force and good luck, naturally, you will get in some good strokes but also many poor ones. Furthermore, you will never become a golfer, neither will you ever get any satisfaction out of the game. It isn't the score that matters, it's the satisfaction of having gone through the game and played sound golf. But if you don't know what sound golf is, how can you enjoy the game?"

Now, right there was the answer and the solution to the problem of getting better results from the

salesmen.

Making a mental picture of some fifty or more of our men of all classes of selling ability, it developed that we could put some of all grades into one group, and it would be next to impossible for anybody not knowing their records to pick out one man from another and tell where each man ranked in the scale. In fact, a casual observer, talking to each man in turn, would be very apt to select some of the poorest men as excellent men. Also, it is reasonable to assume that two or three of the best would hardly impress even a trained sales executive as being real producers.

So we went a step further and checked over their reports for a period of three months and found this: that several of the inferior men had had occasional days far above what some of the best men But also they had days and days far inferior in results. It developed that the outstanding feature of the good men's records was their consistent daily per-

formance.

It wasn't so much a matter of an occasional big day. But there was a daily record of good, steady

I couldn't help but compare these records with the golf that Wilson plays. Wilson rarely if ever makes a 200-yard drive. About 175 is his distance. he does it seventeen out of eighteen holes that require a drive. And each drive is right down the middle of the fairway. Then there follows a consistent iron shot (maybe a second stroke on a long hole) next thing, the ball is either on the green or very close, so that generally two, or at the most three more strokes, will sink the ball. Threes and fours and fives, with here and there a six. Maybe a rather prosaic game to watch, but when it 'comes to counting up the strokes, the result is around eighty and he finishes the game with the same ball he started out with.

That's form; golfing form. Now, then, what is selling orm? And can it be taught? form?

I feel most emphatically that it can be taught. I feel that it must be taught. Born salesmanship is well enough. Just like born golf instinct is a splendid asset. I have never seen a really born golfer who was a naturally born golfer and nothing more. On the contrary, the great golfers I have seen have evidently been men who had a natural born instinct for studying each move of each muscle-students of form, you might say.

Not long ago we passed the practice putting green of a Long Island club. A solitary individual was patiently putting, putting, putting-deliberately, thoughtfully-

putting, putting, putting.
"That's Blank"—one of the men "Best golfer in the remarked. club.'

"Huh," another chap com-mented, "I guess any of us could putt as well as he if we wanted to go through that ritual."

That was it. He was right to a great extent. Just about any of us could become great putters if we would go through the routine of becoming great putters. Blank wasn't a naturally great putter. But he was naturally a close student of good putting form.

And that made clear to me a problem I had been puzzling over. Shannon always impressed one as being just about the finest sales prospect on the force. I never could figure out why he didn't top the list. Now it was plain. Shannon either didn't know or didn't care anything about selling

His daily reports were the despair of the clerical staff. His route list came in sometimes. Other times it did not come in. "I can't fool around with a bookkeeping job," Shannon said many times. "My job is to sell goods. Reports don't mean anything to the company or to me. They didn't hire me to write about the weather. Orders interest them."

Which was correct.

Shannon also played occasional golf and quite good golf. So we arranged a game and after the match I asked him what was wrong with my golf.

"You make too many bad shots and it pulls down your score.' "Why do I make bad shots?"

"I guess because you don't pay enough attention to what you are doing!"

"You mean-poor form or rather no form at all?"

"Yes," he assured me. And then we talked golfing form and salesmanship form. Soon Shannon came to understand why the faithful keeping of a daily sales record, enabling him to check up why he missed out here, what made the sale there but lost it in another place, is so invaluable.

Then there was the case of McMann. He should have done 1.000 cases a certain month. He didn't do that well. Yet, while a forty case a day average would have brought the needed result, there were days when he did

around 100 cases.

"Well, that's the way it goes," he explained. "You hit good days and bad days. Some days I guess I feel more like it than other days and I whale in and do a big job. And then now and then you bump into a couple of dealers who buy

a lot. . .

"Sure, there are breaks in every game," we agreed. "Some days are bound to be better than others. As you say, some days you feel more like going out after business than others. But I notice this last time you had a big day, you made twelve calls and nine sales. The next day you made four calls and one sale.

"Well, I guess I had an off day, following a big one. Sort of reaction or relapse. A salesman

gets that way.

"You mean the in and out salesman. If you didn't have an off day following every good day, you'd be making a lot more money

than you are making. You're like the golfer who makes a 200-yard drive, follows it with a 180-yard iron shot and then takes four putts. He can't get enough good strokes in succession to get a real score, so he is a duffer. that's why you're a sales duffer. You can't get enough good days in a row to produce a good month.

"Now, you get some salesmanship form into you, like a golfer who is a golfer gets golfing form into him-by systematic study and effort. You make it a business to get in twelve calls a day. And you make it your business to get nine sales a day. And you make it your business to ascertain quickly about how much a dealer should buy and then you sell him

that much. You don't have to have 100 case days to do 1,000 a

"Of course, you'll have an extra good day now and then, just as the golfer gets an extra good shot now and then. The good player gets the most of those, though. And the good, steady salesman gets the most of those lucky days. The haphazard born golfer gets in a tremendous drive now and then, but he can't count on producing one when he needs it. The haphazard, born golfer gets gets in a good day now and then. but not regularly enough to count for much. The born salesman who develops selling form gets in a reasonably good day every day and a mighty good day quite frequently, to stimulate interest.

KEEPING AT IT

Just as there are certain prosaic things to do in developing good golfing form, such as constant putting practice, constant thought on the execution of each stroke and constant and thoughtful practice, so there are certain equally prosaic routine things to do in connection with born talking ability which make the great salesman."

It's the steady daily grind—the constant application of formthat marks the difference between the born salesman and the man who has selling form. It doesn't follow that the man who has no sales qualifications but who religiously adheres to sound sales practice will just for that reason make a great salesman. Just golf-ing form isn't enough. But my point is that the man with natural qualifications for salesmanship, who either realizes the importance of good selling form, or who can be held to the practice of good form, is infinitely more profitable to the house and to himself than the same man who pays no attention to form and practice.

Regularly established routing and covering of the territory is good sales form. Hit and miss calling is poor sales form.

The careful making out of the daily report and the personal study of the salesman's own copy is good sales form. Jumping up from a bridge game late Sunday night and making a reckless and haphazard set of daily reports for the last six working days is poor selling form.

Making it part of every day's work to spend an appropriate amount of time on collateral reading and studying makes for good selling form. Depending on luck to bring up the right answer at the right time is poor selling

And poor selling form doesn't get good results.

New Orleans "Item" Starts Morning Newspaper

The New Orleans Item has started publication of the Morning Tribune. The first issue of the new publication appeared on December 16. With the addition of the Morning Tribune the name of the Sunday edition of the Item will be changed to the Item

Tribune. M. Thomson is publisher of both the Item and the Morning Tribune, and A. G. Newmyer is associate publisher. The John Budd Company, publishers' representative, which represents the Item, also will represent the Morning Tribune.

William Moles with Hamilton-DeLisser

William Moles has joined Hamilton-DeLisser, Inc., publishers' representa-tive, New York. For the last several years he has been a member of the staff of The Frank R. Northrup Organiza-tion New York. tion, New York.

"Hearst's International" Merged with "Cosmopolitan"

Hearst's International and Cosmobolitan have been consolidated by William Randolph Hearst. The first issue of the merged publication, which will retain the name Cosmopolitan, will appear in March, 1925.

March, 1925.

Cosmopolitan, which was first published in 1886, has been under the control of Mr. Hearst since 1905.

Hearst's International was formerly the World Today. It was purchased by Mr. Hearst in 1911 and its name

Mr. Hearst in 1911 and its name changed in 1912.

A. C. G. Hammesfahr, who has been business manager of Cosmopolitan, has become general manager. R. P. Davidson, who has been business manager of Hearst's International, will continue with Cosomopolitan in a similar capacity. Fred H. Gillespie, Western manager of Hearst's International at Chicago, and of Hearst's International at Chicago, and

J. J. Barnett, Western manager of Cosmopolitan, will both represent Cosmopolitan in the West.

Cosmopolitan will continue under the editorial direction of Ray Long.

Blue Jay Account with Lennen & Mitchell

Bauer & Black, Chicago, have appointed Lennen & Mitchell, Inc., New York, advertising agency, to direct their 1925 campaign on Blue Jay corn plaster. Plans call for the use of newspapers and magazines in the United States and

Canada.

In addition this agency will direct an institutional campaign for Bauer & Black, which, as previously reported, will be conducted during 1925.

Kodel Company Appoints Agencies

The Kodel Manufacturing Company, maker of radio receiving sets, Cincinnati, Ohio, has appointed the Midland Advertising Agency, of that city, as advertising counsel, while the advertising account of the Homeharger Battery Chargers, also manufactured by the Kodel company, will be directed by the Procter & Collier Company, Cincinnati.

H. A. Holmes Joins William I. Marsh Company

Harold A. Holmes, who has been with the National Association of Retail Clothiers and Furnishers. Chicago, has purchased a controlling interest in the William I. Marsh Company, advertising, of that city. He was at one time ad-vertising director of the People's Popu-lar Monthly, Des Moines.

T. F. Blissert Joins "National Financial News"

Thomas F. Blissert, formerly general advertising manager of The Magazine of Wall Street, has resigned to become advertising manager of The National Financial News, New York.



Can you vizualize a stack of hot-cakes 150,000 feet high? That's what it would take to supply a breakfast of them to Mr. Bulletin Reader and Family.

Just an index to a consuming power that is matched by buying power—and that great market is tied to its great paper by the bonds of trust and respect, with no part of it achieved through the doubtful lure of premiums, prize contests, and such.

There is indeed no substitute for circulation—and the circulation of The Bulletin has grown to be one of the largest in America as a result of sound journalism devoid of pyrotechnics.

Neither has our space selling department any panacea to offer the advertiser—but it is notable that those National Advertisers who most cannily measure results are the ones who concentrate their Philadelphia advertising in the paper nearly every Philadelphia family reads.

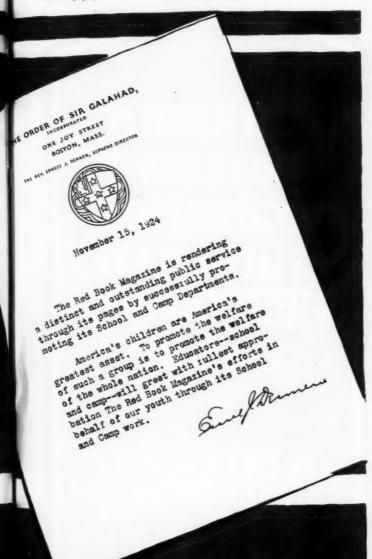
The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

516,609

Average Daily Net Circulation for Six Months Ending Sept. 30, 1924
Copyright, 1924—Bulletin Company

A Letter from the Archdeacon of Boston



Oklahoma cotton production jumps to \$163,000,000 value

COKLAHOMA

TARMER-STOKMAN

Oklahoma's only farm paper

Are Press Agents in for a Long, Hard Winter?

Even Press-Agentry Itself Can't Bring Prosperity to the Press Agent

By Silas Hopper

I T looks like a long hard winter for press agents. They seem to have time on their hands.

For some months certain of them have been joining educational and charitable movements as committee members. Not much hard cash profit in such "movements." Committee meetings take up much time. Press agents must be looking for contacts on which to build future business.

Then I have observed them

Then I have observed them writing books. Yes, I've seen the books press-agented, but I haven't seen the books get wide circulation because of that fact. Writing books consumes time and books without circulation don't bring in much money.

Then I've had some calls from press agents. One of them thought PRINTERS' INK should formulate a code of ethics for the craft.

a code of ethics for the craft.

"Printers' Ink has been responsible for a Model Statute in many States for advertising," this press agent said, and then asked:

"Why couldn't it do a somewhat similar job for press-agents?"

similar job for press-agents?"
"Why? What's the matter?"
"Well, public relations advisors are manhandling each others'

Think of the audacity of that request! Formulate a code of ethics for second-story men. (No pun intended here. I am serious.) But back to the main point. It looks like hard times when presagents have so much time on their hands that they must blacken the reputations of their competitors' clients.

Then I have lately come across another indication of the fact that there must be a long hard winter in prospect. It seems that the press agent is being press-agented.

In several types of publications, of late, I have seen articles that seek to glorify the press agent.

Practically all of such articles

are inspired. A few are mistaken in viewpoint. These few make great ammunition for the press agent. He reprints them with great gusto and, at times, with some editing in the form of omissions.

One of the latest of these mistaken viewpoint articles that has been sent out by a "public relations advisor" in the form of a partial reprint, is an article on "Press Agents and Propaganda" appearing as part of a series on "The Truth About Newspapers" in World's Work and written by Carl C. Dickey.

· IN REBUTTAL

There are several statements in that article that I feel moved to take exception to. And I feel that in explaining the reasons for my opposition to his defense of the press agents we can show that even press-agentry itself can't put over the press agent.

Mr. Dickey's explanations and defense of the press agent are practically summed up in three paragraphs. In the first of these three paragraphs he has this to

"Though the publicity man has been represented by so-called liberals and many college professors as an undesirable newspaper barnacle pouring a continuous stream of poisonous propaganda into the press, in reality he is merely a natural development of the needs, not only of the American press, but also of our system of government. The essence of democracy is that all should have a voice in government, in politics, in all public affairs, in the discussion of public and private morals-in short, a voice in anything pertaining to the public welfare. To crush out the publicity man who is seeking to add to the general knowledge, even by telling only a part of the truth. is to deny one of the great condemocracy."

I am not a college professor. I am for upholding "the great constitutional privileges of our de-mocracy" but not at the price of guaranteeing an income to a press agent in return for what he can successfully steal from a pub-

lisher.

At the annual convention of an association he served, a press agent displayed a large sign that read as follows:

\$22,000

The above figures serve as an example of the way the press agent "sells" the freedom of the press-a press supported and made possible in its present-day greatness by paid advertising. This press agent is saying to this convention: "Why buy something you want when I can get it for nothing?"

Why should Mr. Dickey invoke the Constitution of the United States to encourage an unethical idea in order to guarantee a liv-

ing to the press agent?

The second paragraph in Mr.

Dickey's article reads:

"Any corporation, any labor union, or an organization of any kind, should have the privilege of telling the public any part of the truth about its own affairs, and if that truth conflicts in any way with the welfare of an opponent, the public is fairly sure to get at least some residuum of truth from the clash of opposing views, and the general body of public opinion is thereby benefited.

That privilege, Mr. Dickey, should be exercised by corporations, labor unions, or organizations of any kind only in the paid advertising columns. It is only under that condition that it is possible for the public to readily know or trace the source of any statements addressed to it. Fair play demands such a procedure. Let me explain that statement with a hypothetical case.

Suppose that the press agent of a manufacturer of a white toilet soap floods the newspapers of this country with a clever story, written solely to leave this thought indelibly upon the mind of all "The only pure who read it:

soap is white soap.'

In competition with that manufacturer is another soap house making a brown toilet soap. This brown soap sells in great volume because of mass production that came as the result of widespread advertising on the score of purity. Beyond all doubt, the brown soap maker will be one of the first to spot that white soap report in newspapers and to interpret its meaning and purpose.

IS THIS FAIR?

Of course it is aimed at him. Yet he is helpless. Can you imagine what chance he would have to obtain a similar flood of news reports that would say: "The only pure soap is brown soap?" But you can well imagine how readily he could deal with this situation had paid advertising space rather than the tricky services of a press agent been employed. I am not going to paint more details of this picture. Let me only say there would be thousands of employees dependent upon the continued sale of that brown soap, whose possible future earnings are jeopardized by such unfair competition. The very means that this brown soap manufacturer used to build up his business, have been unand insidiously turned fairly against him.

In the last of Mr. Dickey's three paragraphs are to be found these

statements:

"The right of propriety of a foreign government's maintaining a propaganda service in this country is not so clear, especially if the efforts of a bureau of that kind would seek to influence opinion upon domestic legislation, or even upon legislation not even intimately affecting the welfare of ෂී ක්රියක්රිය ක්රියක්රිය ක්රියක්රිය ක්රියක්රිය ක්රියක්රිය සි

The George L.Dyer Company

42 Broadway, New York 76 W. Monroe St., Chicago The Planters' Bldg., St. Louis



Newspaper and Magazine Advertising

Publicity and Merchandising Counsel

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another nation. Maintenance of offices for the dissemination of trade statistics, or facts about commerce, of course, would not fall within the category of propaganda bureaus, they are necessary adjuncts of commerce. But the American mind rebels against any kind of foreign propaganda, no matter how frank or open, and it was the feeling on this subject which caused so much criticism of publicity men and press agents in the years immediately following the War."

There is some doubt, here, on the use of press-agenting in the political world.

I don't know how Mr. Dickey separates the political and economic world but I do know that the press agent doesn't. Press agents with industrial clients gladly accept foreign governments as their masters.

Mr. Dickey confines himself to propaganda work of foreign governments in this country. I should like to direct his attention to the fact that American press agents put over propaganda not only in this country for foreign governments, but in other countries for foreign governments. It is a tangled mess.

There is, for example, a press agent who did a job for certain agitators in Ireland in order to embarrass the government of that country. What right has that press agent, a citizen of this country, to use our freedom of the press guaranteed by the constitution in order to work harm to some other government? Plainly there is danger of our government being questioned by other governments that are embarrassed by the activities of American press agents.

There are a few sidelights in Mr. Dickey's article that deserve comment.

He says: "Special committees of advertising clubs are always on the alert for publicity that should really be paid advertising, but even with that opposition some of the items do get into the newspapers, particularly the smaller and weaker papers."

Now I think I know advertising clubs, but it may be that I don't in view of this statement, for I have never heard of any such committee in any advertising club. As an extenuating circumstance I might say that we never heard of Mr. Dickey's name in connection with any advertising club. However, I think that he has made an excellent suggestion and I pass it on to the advertising clubs of the country for action. In another paragraph Mr.

Dickey offers this colossal thought:
"With a large enough chest and
the help of the press this country
can be campaigned into doing or
thinking most anything. That
has been demonstrated. It means
only that public opinion can be
mobilized when a sufficient amount
of force is applied."

Twaddle! And fortunately so. The efficacy of an advertising campaign does not rest upon the amount of money spent for advertising. The product or idea must be sound. The financing must be right. The management must be enlightened. The sales policy must be in harmony with the paid advertising. All of this being so in the use of an honest tool-paid advertising-it seems to be utter foolishness to argue that press-agentry when widely and forcefully used can put over any idea or job.

Press-agentry, no matter how extensively employed cannot even put over press-agentry itself. And if the press agents have resorted to press-agentry in order to hasten the coming of a great prosperity for the "public relations advisor," then I say it is a very hard winter ahead for the press agent.

Standard Farm Papers Add Five Publications

The Ohio Farmer, Cleveland; The Michigan Farmer, Detroit; Perusylvania Farmer, Philadelphia; Missouri Ruralist, St. Louis; and the Kansas Farmer, Topeka, of The Capper Publications, will become part of the Standard Farm Paper Unit, which will then consist of fifteen publications. These five papers, however, will continue to be sold individually by the Capper sales organization.

You wouldn't pay \$4.40 to sit in an empty theatre

A stranger, in a strange city, buys tickets to the theatre where the most local people are buying them. He knows they KNOW.

A STRANGER buying national newspaper lineage in a strange city has one infallible guide to the soundness of his investment—the endorsement of local advertisers.

In Indianapolis, local advertisers use more space in *The News* than in all other Indianapolis newspapers combined. By their own dollars they have proved the soundness of your investment in News space.

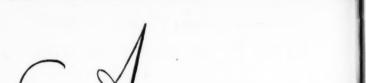
National advertisers, too, use more News space than in all other Indianapolis papers together.

The case is complete. Both local and national advertisers have proved The News for you. But listen most carefully to the local advertisers. They know.

The Indianapolis NEWS

FRANK T. CARROLL, Advertising Manager

New York Office Dan A. Carroll 110 East 42nd St. Chicago Office J. E. Lutz The Tower Bldg.



Announcement

BEGINNING with the March issue, Hearst's International will be combined with Cosmopolitan. In bringing the two magazines together, we merge editorial resources of unprecedented strength. The result will be a periodical unique in publishing endeavor. It can truly be said that never before has there been published in a single magazine such a wealth of fiction, entertainment and inspiration, or such a presentation of the work of famous illustrators, and all with a mechanical beauty beyond anything heretofore seen in magazines of large circulation.

We do this at a time when both Hearst's International and Cosmopolitan have respectively reached the highest points in their circulation development. Thus we bring together in one vast audience the largest group of readers in this field of publishing. We intend and promise that the combination shall give to the public a greater magazine than has ever been printed, outstripping even our own best efforts of the past. It at once becomes apparent what this will mean to the advertiser.





After a thorough canvass of our newsstand and selling outlets, the print order of the March issue has been made 1,700,000 copies. The present Cosmopolitan rate of \$7.00 a line and \$3,000.00 a page will be effective through the September, 1925, issue, and all schedules now booked in either Hearst's International or Cosmopolitan will be carried out in the combined magazine at the present Cosmopolitan rate. Effective with the October, 1925, issue, the line rate will be \$8.50 and \$3,500.00 a page. Rates for covers, color inserts, rotogravure pages, etc., will be forthcoming. It is expected that an announcement will shortly have to be made of a further advance in rate.

With the combination, Mr. A. C. G. Hammesfahr becomes General Manager and Mr. Robert P. Davidson Business Manager of the magazine.



INTERNATIONAL MAGAZINE COMPANY

INC.



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When Women BUY

in the Wabash Valley Empire

—they depend more upon The STAR for store news than upon any other medium.

In the city of Terre Haute as well as in the small towns and farm homes of 12 Indiana and Illinois counties, The STAR is the women's newspaper.

More Homes

The STAR furnishes the information by which shopping programs are planned in a majority of homes throughout every section and every class of the ENTIRE market.

THE TERRE HAUTE

STAR

Foreign Representatives

Kelly-Smith Co. Marbridge Bldg., New York

Lytton Bldg., Chicago

R. J. Bidwell Co. 742 Market St., San Francisco Times Bldg., Los Angeles

Che Shaffer Group

CHICAGO EVENING POST INDIANAPOLIS STAR ROCKY MOUNTAIN NEWS DENVER TIMES MUNCIE STAR TERREHAUTE STAR

QUALITY PUBLICATIONS

Wrinkles in South American Trade to Be Ironed Out

The First Meeting of the Pan-American Standardization Congress Is Expected to Lead to Important Improvements

Washington Bureau of PRINTERS' INK WITH the establishment of more effective and generally satisfactory commercial relations between the North and South American States as its primary object, the first Pan-American Standardization Congress will be held in Lima, Peru, beginning December 23, 1924. The Conference has been called by the Pan-American Union, in accordance with a resolution adopted at the Fifth International Conference of American States, and the Peruvian Government has accepted the invitation of the Union to act as

The results of the Conference undoubtedly will prove of exceptional interest and value to every American manufacturer who is selling or planning to sell his goods in any of the South Amer-The progress of ican countries. a number of our industries in standardization work has attracted the attention of many concerns in South America, and in speaking of the Conference re-cently, Secretary of Commerce Hoover said that it is for the purpose of drawing into closer relationship the countries comprising Pan-American Union plans are being laid for establishing international American stand-

"It may well be set forth, as a truism," the Secretary declared, "that it is impossible to maintain proper standards of ethical conduct throughout business and industry without a proper background of recognized physical standards of quality and quantity. Much of the misunderstanding and ill feeling arising in the course of transactions between producers and consumers can be eliminated by the introduction of standards agreed upon as the basis for the interchange of commodities.

"What is true of transactions between individuals within a single country is true in even larger measure when commodities produced in one country are delivered for consumption in another country. In order that international good-will may be maintained and the interests of the individual and the public safeguarded, it is necessary to establish standards of quality and quantity in such commodities as enter into international trade."

DETAILS OF CONFERENCE

The Conference has been called with the co-operation of all the South American republics, and important features of the program have been arranged by a committee appointed by the chairman of the American Engineering Standards Committee in accordance with a resolution adopted at a conference in Boston last June. This committee is advisory to the Director General of the Pan-American Union, and will act in co-operation with a committee of Department of Commerce. The Inter-American High Commission, the Department of Agriculture, the American Society for Testing Materials, the National Association of Purchasing Agents, and many other associations and industries of the United States will be adequately represented. Final decisions regarding the details of the Conference will be made by the Peruvian Government.

The sessions of the Conference will be devoted to the general subject of standardization. An attempt will be made to define its principles and point out its important phases in the economic development of the world, with particular reference to inter-American trade. The progress and accomplishments of European

countries in establishing uniform standards also will be studied.

Since most of the South American countries produce raw materials in excess of finished manufactured products, the Conference is expected to place special emphasis on uniform trade standards for raw and crude products. Both national and international speci-fications will be considered for such commodities as grain, cotton, cocoa, coffee, rubber, sugar, tobacco, vegetable oils, lumber, hides and skins, wool, meat and dairy products. Industrial standardization of and specifications for finished materials also will be considered, and the creation of uniform inter-American and international standards is contem-

From the viewpoint of manufacturers and exporters in this country, one of the most important purposes of the Conference has to do with the standardization of containers, packages and packing. The need for uniform containers in the commerce be-tween North and South America will be emphasized. A thorough study of this subject has been called for in advance, and delegates are expected to be posted in that they may promptly on standard uniform sizes of all kinds of containers.

The committee of the American Engineering Standards Committee has arranged for a number of papers covering the important phases of standardization. It is expected that all papers read during the Conference will be translated into Spanish and mimeographed in advance. It is also planned to publish all papers at the close of the Conference in both Spanish and English, arrange them in book form, and give them a wide circulation, particularly in the Latin American countries.

To Advertise Sound Recorders

The Record-o-Phone Company, Washington, D. C., plans an advertising campaign on several recording inventions early in 1925, PRINTERS' INK is informed by H. P. O'Reilly, president of the company. One of these is a machine called the "Talk-a-Letter."

Macfadden Publishing Interests Merged

Merged

At a joint meeting of the stockholders of the Macfadden Publications, Inc., and the Macfadden Newspaper Publishing Corporation, both of New York, it was voted to consolidate the two companies into one company to be known as Macfadden Publications, Inc.

Bernarr Macfadden is president of the new company; Orr J. Elder, vice-president; Guy L. Harrington, treasurer; and I. T. Kennedy, secretary.

Macfadden Publications, Inc., will publish the following: Physical Culture, True Story, True Romances, Fiction Lovers, Movie Weekly, Dance Lovers, Radio Stories, Dream World, Muscle Builder, True Petective Mysteries, Modern Marriage, Your Car, and the New York Evening Graphic. In addition, it also plans to do a large book publishing business. ing business.

Technical Publicity Association Broadens Membership

The Technical Publicity Association, ac., New York, at its December 11 eeting, adopted an amendment to its meeting, constitution which provides for the admission to associate membership of representatives of advertising agencies and publishers operating in the field of tech-

publishers operating in the field of technical advertising.

Speakers at this meeting were: L. E. Ogden, vice-president of the Oxweld Acetylene Company, New York, whose subject was "Sales Factors Which Help Determine the Advertising Budget," and H. M. Hitchcock, of Ray D. Lillibridge, Inc., New York, who spoke on ways of determining and apportioning the industrial advertising budget.

Clay Products Account with Los Angeles Agency

The Pacific Clay Products Company, Los Angeles, manufacturer of brick, crockery and other technical clay prod-ucts, has appointed Smith & Ferris, ad-vertising agency of that city, to direct

tits advertising account.

The Pacific Clay company recently was reorganized. Robert Linton is now president and general manager. W. R. Faucet is secretary.

Philadelphia Agency Changes Name

Harris Advertising Company, The Harris Advertising Company, Philadelphia, has changed its name to the George F. Ingram Company, Inc. The officers of the company are: George F. Ingram, T. A. D. Hildenberger, Stuart R. M. Thomson and Russell K. Carter.

A. J. Banta Leaves Rickenbacker Motor

A. J. Banta, sales manager of the Rickenbacker Motor Company, Detroit, has resigned. He had been with the company for the last two years.

And in

READY-TO-WEAR

Vogue's advertising volume exceeds that of any other two magazines combined. Vogue has led this field for ten years.

"It was a good many years ago that we began to use Vogue, and we have every intention of continuing to do so.

"I might add that as far as the consumer is concerned we have had as many as 5,000 inquiries from a single advertisement; and as for the dealer—we believe there is no more effective way of co-operating with him than to show his best customers our Blackshire dresses, in Vogue."

(Signed) MAX GREENBERG & Co.

VOGUE

One of the Condé Nast Group

Let the Salesman Beware!

Buyers Are Not Always What They Paint Themselves to Be

By B. J. Williams

Director of Sales, The Paraffine Companies, San Francisco

ENERAL Letter To All Salesmen:

Recently a carload order for merchandise on which one of our men was figuring went to a competitor. In response to an inquiry as to why he lost the business the salesman reported that while the buyer was a per-sonal friend of his, he had been obliged to place the business elsewhere because a lower price had been quoted him on certain items. We then investigated the matter thoroughly, and found that the prices paid were exactly as we had quoted. We then wrote the salesman in question as follows: "I note what you say on the bottom of my letter of the 26th with "We have had occasion to in-

vestigate quite a number of complaints recently and we have only found one instance where the facts in any case were misrepresented to us, and that was not by the . . . Company. I am quite satisfied therefore that the in-formation given us is correct. On the other hand we have found where a lot of buyers have 'lied' in connection with transactions. If you knew some of the inside information we have received in this way I think you would be more skeptical of the buyers and less of our competitors. I had a case recently, where our salesman insisted, in connection with a certain concern, that the buyer was a personal friend and the reason he could not get the business was because the other fellow made a lower price - whereas upon investigation we found that the other fellow's price was higher and that the buyer was a very close personal friend of the man to whom he gave the business.

Seventh of a series of actual letters written by Mr. Williams to his salesmen, reprinted exactly as he wrote them.

"Personally, I have come to have a great deal more confidence in what our competitors say than in what some buyers tell us."

Our object in sending out this information to the men generally is not to criticize this particular salesman, but simply to show that when you lose business it is not always because a competitor has cut a price or done something that is irregular. It may mean that the other fellow is a better salesman than you, or that he had some "inside" in that particular

We don't care how strongly you go after the business-just so it is done along legitimate lines, and in a manner consistent with sound business practice, but don't assume when you lose business that it is because the other fellow has done something that was "off color."

B. J. WILLIAMS.

The Cross Word Puzzlers Are "Ad" It

Editor of PRINTERS' INK:
Replying to your invitation in the
last paragraph, page 78, December issue
of PRINTERS' INK MONTHLY regarding
the pronunciation of "advertisement,"
I'll saw that any cross-world residence." the pronunciation of "advertisement," I'll say that any cross-word puzzler can beat Thomas Sheridan at straddling the issue, by pronouncing it "a thirteen letter word signifying 'salesmanship in print."

However, there's a simpler (and more practical) solution to the problem, Life is too short for thirteen letter words, and most advertising men, yours truly included, save breath, time, and money (a synonym for time,—what?) by pronouncing it "ad."

C. B. GILBERT.

Stove Account with R. E. Sandmeyer

The Cole Manufacturing Company The Cole Manufacturing Company, Chicago, manufacturer of stoves and furnaces, has placed its advertising account with R. E. Sandmeyer & Company, Chicago, advertising agency. Present plans call for a newspaper campaign in the Middle West which will be merchandised with dealer help material.

A Memorandum From

Practical Pete

I am the editorial personality of INDUSTRIAL ENGINEER
—a publication that is well-known to 13,000 superintendents, works managers, master mechanics, chief electricians, engineers and main-

tenance men in industrial plants scattered all over the country.

I am called "Practical Pete" for two good reasons. My name is Pete. And I am practical. I'll prove that I'm practical by being brief.

I just want you to knowwhatwearegoing to do in the February Number of INDUSTRIAL ENGINEER.

This February Number will feature a survey of industrial plant changes that tend to improve operating conditions.

Just read that over again, please. It's bigger than it sounds at first. This survey has two phases.

The FIRST phase deals with the industrial plant operator's side —with the changes in plant layout and equipment which up-to-date

operating conditions demand.

The SECOND phase deals with the equipment manufacturer's side—with the changes which manufacturers of electrical and mechanical equipment have made in their products in order to meet the needs of

industrial users.

There you are, in a nutshell. The February Number is going to be great for 13,000 subscribers. and it's going to give the equipment manufacturer a great opportunity to tie in with editorial interest.

INDUSTRIAL ENGINEER

One of the 16
McGraw-Hill Publications

1570 OLD COLONY BUILDING, CHICAGO, ILLINOIS

A Local Newspaper

With a total daily net paid circulation of 155,193 copies A. B. C. only 21,070 of which go outside of the city and suburban territory. the Cincinnati Times-Star is preeminently a local newspaper.

Why is it then that for seventeen consecutive years the Times-Star has carried more national display advertising than any other Cincinnati newspaper, at least two of which have a larger percentage of out-of-town circulation?

Why is it that, in the first nine months of the current year, the national display advertising in the Times-Star exceeded that of the second Cincinnati evening paper by 618,289 lines?

Why did the Times-Star carry more than two and a half times as much national display advertising as both Cincinnati morning

CINCINNATI

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

for National Advertisers

newspapers combined carried on the same publication schedule and in excess of four hundred thousand lines more than the combined daily and Sunday lineage of these two papers?

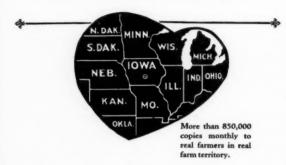
The answer is obvious. Times-Star leadership in national advertising is because of, and not in spite of, its local preeminence. In this regard it closely parallels Times-Star leadership in purely local display advertising: 6,860,539 lines in the Times-Star as against 3,585,722 lines in the second evening paper and 5,549,992 lines in the leading morning paper with its 274 publication days as against 235 publication days for the Times-Star.

Practically every national advertiser who is using more than one newspaper in Cincinnati is a regular advertiser in the Times-Star. More than 160 of them use the Times-Star exclusively in this field.

TIMES-STAR

Member of Audit Bureau of Circulations

SUCCESSFUL FARMING



Reader Confidence

Means Advertising Results

More than 850,000 farm families know from long experience that anything appearing in the editorial or advertising columns of Successful Farming can be relied upon.

From the first issue, over twenty-one years ago, we have guaranteed our advertising. Readers are therefore unusually responsive—a fact well-known to many leading National advertisers who have made Successful Farming the backbone of their campaigns because of its demonstrated pulling power.

Ask for Definite Data on your opportunities in the farm field.

THE MEREDITH PUBLICATIONS

SUCCESSFUL FARMING • THE DAIRY FARMER BETTER HOMES AND GARDENS

E. T. MEREDITH, Publisher, Des Moines, Iowa

Wrigley's Advertising Cuts Damages in Doublemint Gum Suit

Federal Court Reduces Amount Awarded Larson Company by 60 Per Cent Because of Sums Spent for Advertising Product which Infringed Wintermint Gum

IN the United States District Court last week, Judge James H. Wilkerson of the Northern District of Illinois decreed that the William Wrigley, Jr., Company had damaged the L. P. Larson, Jr., Company, of Chicago, to the extent of \$1,471,101.37 by infringing, from 1914 to 1918, the trade dress of the latter company's Wintermint chewing gum. decision reduced by approximately 60 per cent the amount of Wrigley's liability, as determined in an accounting last year by the Federal Master in Chancery acting under the direction of the U. S. District Court. Where the Mas-ter in Chancery's accounting allowed the Wrigley company to deduct about \$1,000,000 for advertising Doublemint, the infringing gum, from gross profits, Judge Wilkerson permitted a deduction of \$1,942,110.81.

The decision last week marked the end of a phase of litigation over the similarity in trade dress between Doublemint and Wintermint gums which has been in the courts since 1915. From all appearances this phase cannot be considered the final one, for both parties have voiced their disappointment at the amount of the award. The Wrigley company has argued that it made no net profits on Doublemint from 1914 to 1918, the period during which Doublemint is regarded as having infringed Wintermint gum, while the L. P. Larson, Jr., Company contended that it should be awarded about \$6,000,000.

Judge Wilkerson's decree has to do with the Bill of Exceptions which Wrigley counsel entered to the Master in Chancery's report, fixing \$3,718,000 as the amount of damages due the Larson company. It concerns itself with segregat-

ing advertising costs, the amortizing of good-will advertising expense over a term of years, and the methods to be followed in fixing compensatory rather than punitive damages in arriving at profits arising from the sale of a product in a trade dress which infringes the trade dress of an-

other product.

In determining the extent to which it had damaged the Larson company by infringing the trade dress or wrapping of Wintermint gum, the Wrigley company insisted that it was the primary duty of the Larson company to prove that any gains or profits made on the sale of Doublemint during the period of infringement were due to the trade dress. Consistent and distinctive advertising and the reputation of the William Wrigley, Jr., Company were responsible for sales rather than the trade dress of Doublemint, the Wrigley counsel argued.

THE COURT'S OPINION

"Wrigley company asserts that the burden was on the Larson company," said Judge Wilkerson, "to show that some profits were due to enjoined trade dress and also to show that such profits were incapable of separation. The Court of Appeals, however, deciding the question of the construction and effect of the pleadings, has held that the parties to this suit are bound by their sworn pleadings to the fact that the two articles (Doublemint and Wintermint) are one and the same in the eves of the trade. The averment in the bill of Wrigley company that the purchasing public makes no distinguishment between the two packages, even if it were not interpreted to apply to all sales of Doublemint by Wrigley company, certainly under the narrowest construction possible covers some sales. The impracticability, if not the utter impossibility, of separating the profits on sales in the making of which there was actual deception from those in which there was no confusion appears when we consider that it is the effect of the imitation upon the ultimate consumer which controls."

The Master in Chancery in his accounting report found that the total sales of Doublemint for the vears of infringement amounted to \$8,917,286.90. manufacturing cost was \$3,764,-597.58. From these gross profits of over \$5,000,000 the Master made deductions for advertising, overhead expense, cost of printing United Profit Sharing Coupons, the amount paid by Wrigley for these coupons, a contingent liability for unredeemed United Profit Sharing coupons, a loss on the sale of merchandise with Doublemint and a small loss by fire. The deductions fixed the net profit on the sale of Doublemint for this period at \$2,860,000. With interest at 6 per cent for five years, the total which the Master in Chancery found that Wrigley should pay Larson was \$3,718,000.

Judge Wilkerson commented at length on the Wrigley contention that greater deductions than the Master made should be allowed by the District Court. With respect to good-will he said: "It is true that the good-will of a business, while it is sometimes referred to as an intangible asset, is just as real as physical property. In placing a fair value upon the investment in a business the plant must be considered as a going There is an element of concern. value in an assembled and established plant doing business and earning money over one not thus advanced. The difficulty here, however, is in determining what part, if any, of the invested capi-tal of the Wrigley company represented by good-will was employed in the production and making of Doublemint gum. Much of this good-will was the result of large sums expended in advertising the products of the Wrigley company and in building up a market for them. We must give effect to the command of the Circuit Court of Appeals that this case is to proceed upon the basis that in the eyes of the trade Doublemint and Wintermint were the same. Doublemint must be viewed, not as the product of Wrigley company, but as Larson company's product.

"The selling organization built up by Wrigley company and the market created by its advertising were, without doubt, effective to some extent in promoting the sales of its imitation of Larson's product. But, of course, they were not effective to the same degree as in marketing the products of Wrigley company. The extent to which they were effective is speculative."

LARGER ADVERTISING DEDUCTION

In its Bill of Exceptions, the Wrigley company contended that the Master in Chancery erred in deducting only \$996,127.45 from the gross profits on Doublemint gum for advertising. Judge Wilkerson sustained the Wrigley company on this point for he increased the amount to be deducted for advertising to \$1,942,110.81. On the finding that the Wrigley company's institutional advertising should be amortized over a period of four years as a means of establishing its cost the Court sustained the Master.

He said: "The identity of packages required the allowance of all profits to Larson company and in determining the amount of those profits Wrigley company is entitled to what ever benefits may result from the fact that as Larson company's agent it was advertising and selling a package identical with that of Larson company. Whatever amounts were expended in good faith, advertising Larson Company's package are proper deductions here.

"The Master has found that part of the advertising was general or institutional in character. This was obviously correct. As a result of long and patient examination he has determined the amount of such institutional advertising. In determining the

"A Class Magazine in a Class by Itself"



Drawn by Mary MacKinnon for Harper's Bazar Posed by Lady Diana Manners

"Society Engineers"....a New Expression for a New Avocation

If contemplating the purchase of a manufacturing plant you would not send a milk man, tailor or drug clerk to inspect the property. You would send an engineer. When a publisher actually wants to guarantee the highest quality of circulation he does not employ a school girl or a seamstress. Harper's Bazar uses Society Engineers. That is...society women of the younger set.

The success of Harper's Bazar in using revolutionary methods in obtaining subscribers of the highest quality is an interesting story. We'd like to tell you about it.

Harper's Bazar

W- IN LONDON

50c

6 F. IN PARIS

part of such general advertising which should be charged against Doublemint we meet with difficulties analagous to those presented by the claim for interest on good-will. The difficulty is in determining how much this advertising of the Wrigley concern contributed to the marketing of a product which in the eyes of the trade was Larson company's product. Doubtless it added to Wrigley company's efficiency to serve as the selling agent for Larson company's product, but there is a difference between the value of the good-will in selling the product of the Wrigley company and that value in selling, as agent, the products of another. By a process of amortization (extending over four years) the Master determined the part of this institutional advertising chargeable against Doublemint on the basis of the ratio of sales of Doublemint to total There is no basis in this record for any other finding on this subject, and the Master's report in this respect will be ap-The amount chargeable proved. to Doublemint on account of such institutional advertising is \$205,-

"When we came to distribute the expense of advertising other than that of a general or institutional character we must give effect to the identity, found by the Circuit Court of Appeals upon the pleadings, between the pack-ages of Wrigley company's Doublemint and Larson company's Wintermint. Wrigley company was advertising Larson company's package, and expenditures for that purpose, if made in good faith, are proper charges against Double-There is no more reason for relieving Doublemint of expenses incurred in good faith in advertising that brand than there would be for charging it with expenses for advertising if, in fact, it had not been advertised at all. The record furnishes a basis for determining the amounts expend-ed in good faith in advertising Doublemint after the deductions are made for the general or institutional advertising.

"The proper charge against

Doublemint for the actual quantity of space in newspapers and magazines, in street car cards, in bill posting and on walls, bulletins and electric signs is \$1,215,779.60. In addition to this, Doublemint should be charged with the expenses of the Doublemint sample campaign \$308,219.51 and \$47,-253.47, the amount expended for Mother Goose booklets, after the Master's deduction on account of general or institutional advertising is taken out. . . The total deduction on account of advertising is \$1,942,110.81."

Advertisers and Ministers to Discuss Church Advertising

The Boston Advertising Club has planned a series of meetings for the purpose of studying the subject of church advertising. The meeting will be held once a month for four months at the club's headquarters under the chairmanship of Sherman Smith. This educational program has been arranged with the co-operation of churches in and around Boston. Fifty-nine ministers already have signified their intention of attending these meetings which will be devoted to round table discussions on the use of advertising to build up membership, Sunday school attendance, advance the various activities of a church and assist in the raising of church funds.

Evening Newspaper Started at Binghamton

The Binghamton, N. Y., Morning Sun has started publication of the Evening Sun. Herbert J. Fowler, business manager of the Morning Sun also is business manager of the new publication. The S. C. Beckwith Special Agency is national advertising representative for both newspapers.

Tom Casey with Farrell Products Company

Tom Casey, formerly vice-president in charge of sales of the Hurley Machine Company, has become associated with the Farrell Products Company, washing machines, as vice-president and a member of the board of directors. He will have complete charge of sales with head-quarters at Chicago.

George Emrich, Western Manager, "The Household"

George Emrich has been appointed Western manager at Chicago of The Household. He was formerly with McCall's in a similar capacity. More recently he has been with the McCutcheon-Gerson Service, advertising agency, Chicago.

Wisconsin Daily Newspapers

Choose The News To Tell Detroit

THE selection of The Detroit News as the one medium in Detroit to carry their messages of Wisconsin prosperity and achievement is significant of the reputation that The Detroit News enjoys among the members of its own fraternity. No other Detroit newspaper is publishing this series of Wisconsin publicity for the reason that The News, alone, reaches practically everyone in the great Detroit territory.

More than 86% of Detroit's executives, earning \$10,000 or more a year read The News. Actual investigation has shown this. Practically every retailer reads The Detroit News; a survey has verified this fact, and every English-speaking home receives The News. Naturally the advertising agents of Michigan do so.

No other city of Detroit's size in America is so thoroughly covered by one newspaper as Detroit is by The News.

The Detroit News

Greatest Circulation Week Day and Sunday in Michigan.

COVERAGE

A guarantee of

2,725,000 net paid circulation.

The first issue—April—closing January 17th should deliver a hand-some circulation bonus.

THE MACFA

The Magazines

TRUE STORY
TRUE ROMANCES
TRUE DETECTION

RATE

A rate of

\$4500 a page \$11 a line

or a milline rate of \$4.04 places the unit among the best buys in the whole magazine field.

DDEN UNIT

in the Unit are

es

FICTION LOVERS
DREAM WORLD
TIVE MYSTERIES



is bigger in meaning than size; presents facts rather than brilliant phrases.



For San Antonio, or nation-wide campaign information write Secretary Painted Outdoor Advertising Association, Custer Ave., Detroit, Mich.

Advertisers Becoming Patrons of Best Art

Merchandising the Dominant Influence on Which Artists Must Depend, Says J. Murray Gibbon, of Canadian Pacific Railway

A RT always mirrors the dominant influences of the times. For that reason leading artists are going into commercial art work more and more, J. Murray Gibbon, general publicity agent of the Canadian Pacific Railway, told the members of the Advertising Council of the Chicago Association of Commerce on December 11.

Within a few years' time Mr. Gibbon said he felt that advertisers would be as generous patrons of art as the Church was when it commanded the services of da Vinci, Cellini, Murillo and the

other masters.

Among foreigners the speaker America's reverence for the old glamor of age colors your vision to a large extent," he explained, "but after all there is no great difference between the commercial art of medieval times and today. The outlook of da Vinci was much the same as that of the modern commercial artist. Moore, the Irish art critic, has said that art is the embodiment of the dominant influence of the age. Now for nearly fifteen hundred years the dominating influences in Europe were twofold, namely, family ambition and religion. At the time of the Renaissance, when the Church had become as much a political as a religious institution, manipulated for their own aggrandizement by princes and emperors, religious subjects were commissioned by princely patrons as much for the publicity they might thereby secure as for the moral and spiritual good they would do to their be-holders. A family such as that of the Medici which gave liberal patronage to architects, sculptors and painters, did so as much from a desire to emphasize their own magnificence as from a love of art. "In these days people did not

read magazines, but they went to church. The Church was the great medium for circulation and thereby also for publicity. If you study the history of art in relation to the Christian religion you find that until the Renaissance the whole intention of the artist was to interpret or illustrate some doctrine, some specific phase of religious belief. If he was a skilful artist, he did this in a beautiful way, but the first intention was to tell a story either directly or by symbol. As early as 423 A.D. there was a manual for artists with precise instructions as to the method in which Christ, Mary, the Apostles, the Saints and the various scenes in the Old and New Testaments were to be depicted.

"In our own day we have seen that there is no more powerful weapon in modern war than propaganda and particularly of illustrated propaganda. In the recent Great War this form of propaganda took two conspicuous forms, the poster and the cartoon.

"The dominant influence which has found its embodiment in art and which is particularly dominant today is merchandising or buying and selling. Since merchandising is the spirit of the age, it is only natural that art should

enter its service.

"Within a few years' time I firmly believe that the merchant will be as generous a patron of the artist as the Church was in the palmiest days of the Renaissance. Artists of the Royal Academy used to think it beneath them to do commercial design. Now they are making posters for the railroads of England. The use of color in advertising has increased the demand for a higher standard of advertising art and no artist should be considered as doing something lower than the old masters when he enters the commercial field."

Planning Dealer Helps from the Retailer's Viewpoint

Information That Will Aid in Formulating Dealer Service Campaigns from the Merchant's Side of the Fence

Washington Bureau of Printers' Ink

If is obvious that the success of dealer helps of every kind depends on the dealers' use of them. It is just as obvious that the majority of retailers use them according to their estimate of the direct benefit the helps will deliver to their stores.

For this reason, "Small Store Advertising," a special report recently published by the Chamber of Commerce of the U. S., undoubtedly will find a wide circulation among national advertisers. The fact that it is written from the retailers' viewpoint will make it that much more valuable to discerning wholesalers and manu-It will be found that facturers. the report points the way to closer and more effective advertising and selling co-operation with their retail trade. It is, evidently, the result of an exhaustive investigation and presents not only the selling and advertising problems of the smaller retail stores, but also offers innumerable methods by which these problems can be solved.

The announced purpose of the report is to enable the owners of the smaller retail stores of the country to make the most economical and effective use of the money they have available for advertising. Probably one of the most promising results of its circulation will be due to its forceful encouragement to unadvertised stores to join the ranks of the advertisers. The foreword states:

"Every merchant must make himself known in order to conduct a profitable business. This is done in various ways, the greater part of which is described as 'publicity'; and of all these ways, advertising is the most effective. Whether a special advertising agent is employed or not, a merchant should understand the principles of advertising. This pamphlet is published in the belief that it will enable any merchant at least to recognize good advertising and thus save the waste and avoid the injury to his business which is the result of poor advertising."

Of special interest to advertising executives will be the many references to the type, copy and illustrations used by the largest national advertisers. The text of the report states that the references are made because the best advertising is done by the large concerns, and that their advertisements illustrate perfectly the principles considered.

RETAIL ADVERTISING APPROPRIATIONS

After discussing the most important selling problems of the average store, the report at once begins to demonstrate the application of advertising. It discusses the percentage of sales that should be devoted to advertising, and then outlines the best budgeting system for the purpose. It also takes up such subjects as market analysis, how to choose mediums, how often to advertise, and points out just how and why the right kind of advertising sells goods for the retailer.

It offers some splendid advice on the writing of copy and explains the advantage of special and local appeals, referring constantly to typical examples, while pointing out the elements of reason-why, imaginative and good-will copy. One of its most interesting subjects is "Headlines." A large part of the booklet following is taken up with a simple and interesting presentation and discussion of the various technical elements of good retail advertising.

The retailer has been furnished with a great deal of general ad-

The Baker's Dozen

The Delineator and The Designer, the Butterick Combination, made overdeliveries above guarantee for the 18 months ending with June, 1924, as follows:

	Month	Net Guarantee	Actually Delivered	Over- delivery
1923—	Jan.	1,300,000	1,399,622	99,622
	Feb.		1,472,353	172,353
	March	46	1,518,099	218,099
	April	44	1,547,264	247,264
	May	46	1,554,080	254,080
	June	44	1,573,435	273,435
	July	"	1,594,186	294,186
	Aug.	44	1,571,658	271,658
	Sept.	44	1,600,179	300,179
	Oct.	1,500,000	1,626,732	126,732
	Nov.	46	1,625,941	125,941
	Dec.	44	1,645,533	145,533
1924—	Jan.	46	1,633,422	133,422
	Feb.	44	1,665,551	165,551
	March	44	1,699,876	199,876
	April	44	1,697,949	197,949
	May	66	1,680,373	180,373
	June	, 65	1,695,820	195,820

An actual average overdelivery above guarantee of 206,000 net paid per month was given to advertisers during this period.

Each advertiser in each issue got more than he paid for.

The increase in net paid circulation of the Butterick Combination between June, 1922, and June, 1924, was 493,000 net paid copies—the largest numerical increase in the woman's field with one exception.

THE BUTTERICK PUBLISHING COMPANY

New York

Chicago

San Francisco

THE DELINEATOR



THE DESIGNER



vertising information. This report however, is specific in its treatment. The advantages, as well as the disadvantages, of all mediums at the retailer's disposal are pointed out clearly, and he is instructed how and under what conditions to use the various mediums

to the best advantage.

Throughout the booklet, discussions on subjects that are unusual in a report of the kind, such as those on color, the relation of window displays to the store's advertising, lighting, and co-operative advertising, are especially interesting and informative. advertising man or woman, or the sales manager, in the national field, who does not find much of direct value in the report will be the exception. Excellently written in a direct manner and economical of words, it teems with ideas and suggestions, and is really a complete hand-book on the subject.

Not only does the report offer the retailer an outline of proper advertising, but also some very wholesome and constructive advice on business habits and practices. For instance, "If you do not read a trade journal you are overlooking a most valuable source of ideas for advertising. Trade publications are constantly striving to introduce new and more effective means of merchandising. They are the clearinghouses for the interchange of ideas among members of the trade. Their suggestions on advertising are valuable and practicable; and their editors are usually itching to take pen in hand and give you all the help they can."

There is also much that will be of equal value to wholesale and retail distributors, especially in the discussion of direct advertis-The importance of the mailing list is emphasized and several methods of compiling and revising it are explained. Several paragraphs are devoted to comment on the use of manufacturers' dealer helps by the retailer. The ideas and suggestions offered on the subject of sales letters are applicable to the writing of letters for all commercial purposes. Certainly much good would follow if all writers of sales letters could be induced to adopt and follow the nine brief rules presented for the construction of effective letters. They are:

Be interesting. Be informal without being familiar. Avoid worn-out phrases and flowery language.

Be brief rather than "wordy." Use an attractive letterhead. Make definite sales points. Employ correct English. Refer to previous letters or advertise-

ments. Make your letter ring with sincerity.

It is frequently the complaint of retailers that the manufacturer. in offering dealer helps and advertising assistance. does understand the problems and selling difficulties of the dealer. this is the case "Small Store Advertising" in the hands of the manufacturer will provide remedy. As is the case with most of its publications, the Chamber has offered to send any reader of PRINTERS' INK a single copy of this report on request. Quantities can be secured at rates sufficient to cover the cost of printing. requests and inquiries should be addressed to the Domestic Distribution Department, Chamber of Commerce of the U. S., Washington, D. C.

Furs to Be Advertised in New Campaign

The Detroit Silver Fox Farms, Detroit, will soon start a campaign to advertise the Pontiac strain of furs. The campaign begins in January magazines. Brooke, Smith & French, Inc., advertising agency of that city, will direct this compaign.

C. B. McCuaig Joins Walz-Weinstock

C. B. McCuaig, formerly advertising manager of the Flexlume Corporation, Buffalo, has joined Walz-Weinstock, Inc., advertising agency, of that city, as a copy and contact man.

Butternut Bread Account for C. C. Winningham

Gordon-Pagel & Company, Detroit, manufacturers of Butternut Bread, have placed their advertising account with the C. C. Winningham Advertising Agency, of that city.

Put This Date Down on Your Calendar— MONDAY, JAN. 26

THAT'S the publication date of the Automobile Show Number of the CHICAGO EVENING AMERICAN.

It will go into more than 400,000 homes in Chicago and suburbs.

It will reach responsive readers.

It will send thousands of people to the Chicago Show and it will SELL A LOT OF AUTOMOBILES.

Send copy now.

CHICAGO EVENING AMERICAN a good newspaper

Chicago Evening American leads the second evening paper (the Daily News), by 65,000 in total circulation; by 27,000 in city and suburban circulation and by 20,000 in city circulation, according to figures for six-month period ending Sept. 30, 1924.



122,300 Identified Dealers

250

new retail drug accounts secured by The Vauv Co., with one advertisement in

The Elks
Magazine

50 East 42nd St.

N. Y. City

850,000 Identified Subscribes



The VAUY COMPANY

OHIO



October 31, 1924.

The Elks Magazine, New York City.

Gentlemen:

Attention Mr. Chas. S. Hart

Our page advertisement in September Elks Magazine featuring VAUV as an "after shaving" cream, brought in inquiries for 10c samples at a very low cost, ranking second on our list. This, in face of the fact that all of our advertising in other publications is directed to women, who are known to be more susceptible to coupon offers than men.

But perhaps the most important thing this advertise, ment did for us was to open over 250 new drug store accounts. That many were directly traceable to Elks Magazine. Undoubtedly there were others which went direct to the jobbers.

Another surprising thing was the number of letters received from Elks all over the country saying they had tried to buy VAUV but that their local druggist did not carry it. In each case they took the trouble to send us a list of stores, and offered to prevail upon their favorite dealer to order some.

The B. P. O. E. certainly read their magazine. As long as we continue to advertise VAUV to men, Elk's Magazine will have an important place on our list.

Cordially yours,

THE VAUV COMPANY.

JMH:M

ity

ers

g. M. Hawkins

The Result of Cooperation . . .

Through the combined efforts of the Wisconsin Daily Newspapers, advertisers have learned of the fertile and responsive field this state offers.

This cooperative educational campaign has shown those who place national advertising that Wisconsin cannot possibly be overlooked in any nation-wide schedule.

Wisconsin's buying power is tremendous. Her people are responsive.

This newspaper plays a dominant part in every campaign whose aim it is to cover the Milwaukee market.

WISCONSIN NEWS

Little Pictorial Touches Which Tug at the Heart Strings

Intimate Situations and Sentimental Details in Illustrations Carry a High Voltage Appeal

By W. Livingston Larned

ALTHOUGH there may be some doubt as to whether such a mythical individual actually exists, this man in the seat beside us was every inch the "Mr. Average Prospect" of popular legend. He had with him a time-worn briefcase and soon after he sat down, he took out a pencil stub and methodically made record of the day's small expenditures. You were very certain, as you studied him, that he was a good father and a good provider.

What interested us was the intent way in which he later studied a page advertisement in the magazine he held in his hand. It appeared to fascinate him: he smiled and chuckled, he rubbed his chin and he nodded sublime approval. He finally turned to us and held the advertisement for us to ex-

amine.

"Isn't that great," was his enthusiastic comment. "The artist that drew that certainly knew folks. What gets me about it is the fishing set; those little tin swans and trout and turtles, painted as natural as can be. That's what I first noticed. Toys haven't changed much since I was a boy. I had a set of exactly those same rigamajigs when I was the age of that lad in the picture."

The remark and the incident impressed itself upon us. Here was one of the legion to whom advertising is addressed, and out of all the innumerable advertisements, he had settled on this one, with a sort of sentimental attachment, paying it handsome tribute. This, then, was the type of advertising illustration which could be depended upon to achieve its objective. A most potent appeal, it seems to us, is the sentimental appeal. There are few things more effective.

On reaching home we took out the magazine and once more studied the advertisement in question. It was one of a series for Kohler enameled plumbing ware. The manufacturer sought to establish the interesting idea that with bathtubs and bathrooms such as these, youngsters could splash around on dull days as they pleased, without damaging anything. A particularly true-to-life boy, with a makeshift fishing pole, was angling in the water for the tin fish. The prize catches he had made were lined up neatly on the floor beside him.

It seems to us that this little vagrant touch, this fine attention to a minor detail, was what made the picture a thoroughly successful advertising illustration. And out of this grew speculation concerning the supreme importance of just such apparently insignificant accessories and settings.

A TOUCHING PICTURE

In a Sheetrock two-color page one minor note gave heart to the entire composition. Otherwise it might have seemed most uninspired and commonplace. Scene: a dual blend of two companion illustrations; a father and mother in a snug, well-heated sitting room, and a basement vista, featuring immaculate walls and attractive cellar environment. Sheetrock not only assists in beautifying, but it keeps out the cold.

But far the most appealing note in this comparatively ordinary subject was a sunny-haired child on the stairway leading down to the basement. He was trailing a piece of string over the railing and a fat little kitten toyed with it playfully. The pose of that kitten and the intense interest of the youngster were irresistible il-

lustrative features. Aside from this, they were of great assistance in registering the desired atmosphere of complete comfort, even in

a cellar, on a biting winter's day. Children appear to be popular with advertisers and there is every reason for them to be optimistic in this regard. A Bird's Neponset Rug picture remains vividly in memory: that of a look-down

that he must do as he is told? And in this case, he is the "horse" which is drawing the soap box filled with toys.

Many references have been made in the past to the inspiring and revolutionary illustrations for the Dodge automobile. They appear to be increasing in elements of rugged human interest, and we have every assurance that more

and more people are watching for-them, admiring them, following their whimsical plots.

The fact that never a line of copy is necessary to bring out these stories is another point very much in their favor. The reader of the advertisement supplies his own narrative to please himself.

A rough-and-ready, although thoroughly likeable cowboy sits on a pole fence near a Western ranch. He has been reading a publication brought out by some "derned Easterners" and has chanced upon a Dodge c a r announcement. The cowboy dreams. He fancies himself at the wheel, humming along the sandy miles, with his best gal at his side. Miles mean nawthin' now. There is a faint suggestion of

this dream in the background. The picture, however, did not stop here. The final touch was the truly inspired one and gave the composition its "big kick." The cowboy's range horse has come up from behind and poked his head over the top pole. There he stands and looks up sadly at his pal, as much as to say: "Gee, old top, you wouldn't go back on a tried and true friend, would you?" The expression in the eye of the horse is almost ludicrously pathetic.

In the same category belongs



THE TOY SUPPLIES THE ONE ADDED TOUCH OF NATURAL-NESS THAT MAKES THE PICTURE TRUE TO LIFE

view of three children having a dickens of a time in a bright room where one of the Bird waterproof floor coverings is spread. "Little Sister" is playing housewife: she has fastened one of mother's aprons around her waist and is using a very large mop and pail, with very wee arms; and as seriously as an owl. In the meanwhile, two small boys have been made to "move things out of the way." Could you ever mistake one of those lads for the neighbor's son who is allowed to join in the play, only with the understanding



Dry Goods!

THE EVENING WORLD was I the only evening newspaper in New York to gain in Dry Goods advertising during the month of November, with the single exception of one paper representing a merger of two properties.

This is reflective of the combined judgment of the foremost group of merchants in America.

The Evening Telorid

CHICAGO

SECURITIES BUILDING CHANCERT BUILDING TITLE INSURANCE BUILDING SEATTLE, WASH. SAN FRANCISCO, CAL. LOS ANGELES, CAL.

NEW YORK

MALLERS BUILDING PULITZER BUILDING GENERAL MOTORS BUILDING
CHICAGO New YORK DETROIT

the splendid Dodge illustration showing of the arrival of a closed car, packed with merrymakers, alighting to attend a fancy dress ball. (The page appeared in October and had the Hallowe'en spirit in mind.) There were pretty girls attired as queens and as fairies: young men in more fantastic costumes, and all wore black masks!

The door of the car had been opened by a colored boy; who was startled by the sudden and unexpected apparition. His eyes were wide and his hands outstretched in perplexed consternation.

PRATT & LAMBERT USE IDEA

In a search for romance and intimate, shadowy, graceful tieups with homes, Pratt & Lambert saw great possibilities in one triumphant theme: namely, varnish is a preserver. Its use means heirlooms handed down through loving generations. Immediately a wide panorama of idealism, pictorially, was opened up for the artist and the creative writer.

An example: Before a rare Colonial cabinet desk sits an old man. He has been re-varnishing the antique, but in doing so, the rummaging of dusty drawers has brought forth a packet of letters, love letters of the long, long ago.

Up lifts the venerable head as dreams and memories come from the past. It was at this very desk love notes had been penned. And the shadow of the youth-time sweetheart, in her dainty crinoline, is a faint apparition against the shadows of the room. She bends over him, as if to kiss his white hair.

Memories endure: so can, and should, these priceless heirlooms. The advertiser has told his commercial story uncommercially and with delicate charm.

There was one Nairn Linoleum illustration which might well attract the average married man who has a snug home of his own and enjoys a pipe and his radio. In the next room, Friend Wife and a caller are chatting, but "Jim" has just sprawled out, legs crossed in a great arm chair, with

that friendly pipe of his, head thrown back against a pillow, and the radio tuned in on an old college song. His newspaper has dropped to the floor. This might seem commonplace enough, as illustrations go, and could easily have been, had not the artist somehow managed to catch the very essence of that complete relaxation, that pose which spelled perfect and magnificent content.

It was a camera acting as artist, that produced one of the most spirited, human illustrations used for Buescher Band Instruments.

for Buescher Band Instruments. The tug at the heart strings came through one little added touch: a very pretty daughter is playing at the piano while her "best feller" does some jazz on a gorgeous new saxophone. He is entering into the spirit of it in earnest, cheeks puffed out, eyes agleam. Sis' is all smiles. There is the mad spirit of a popular dance melody in the air; the picture gives it genuine life. You can all but hear it.

But father, of the type usually associated with scowls and "send that scamp home promptly at ten," is shown on the stairs leading from the upper floor. He has come down, doubtless, to grumble. But at this very second, the music of the saxophone "gets" him. His scowl melts. You can see that in spirit, at least, he is keeping time to the melody.

Father-and-Son pictures are almost a vogue these days, and tieup satisfactorily with a movement which is nation-wide and seeks to promote a close spirit of comradeship between the two.

A Workrite radio receiver illustration used within the past few weeks held all the necessary elements of sentimental appeal, and boasted that sometimes intangible, partly concealed ingredient which can be the heart and the soul of an advertising picture. There was a flash of genuine realism never easy to put on paper, even through photography.

"Daddy, let's get Los Angeles!" says the headline. The fact that this receiver will reach out to great distances is therefore es-

F you sell to Grocery stores Drug stores Department stores Or chain stores

Remember The American Weekly

Is bought by 4,500,000 Customers Of those stores All over America.

More than a Quarter Of all the English-reading People in the United States Know where to buy The article your advertisement Makes them want!



1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American
Boston—Advertiser
Washington—Herald
Atlanta—American
Syracuse—American
Rochester—American
Detroit—Times
Milwaukee—Sunday Sentinel & Telegram

"If you want to see the color of their money - use 'color'." A.J.K.

Reprint of page appearing in Saturday Evening Post for December 20,



Write for a "Pot of Gold" — a summary of the amazing results of the 1924 Home Improvement Contest.

- -circulation concentrated
- -reader interest stimulated
- -advertising results positive

Who gets the prizes next year?

No, we do *not* mean the \$5000 in cash prizes offered again next year for the "greatest improvement per dollar invested in better homes during 1925"—

We mean the BUSINESS THAT'S GOING TO RESULT FROM THE 1925 CONTEST.

The thousands of dollars worth of paint, fixtures, furnishings, fencing, equipment, roofing, appliances, rugs, etc. that *Farm and Home* readers will purchase and pay for and report to us again in black and white next year as they did this year.

Want to see this year's reports?

Ask the nearest representative

of

FARMAND HOME

Springfield, Massachusetts Myrick Building

New York 456 Fourth Ave. CHICAGO 5 So. Wabash Ave.

tablished at the very first glance. Father is turning the dial and a fascinated small son sits very near, leaning far forward, intent on the first sound from across the continent. The son looks up at him with a show of glowing pride. Thus, the picture is powerful in proportion to the little details of deft facial handling, of the peculiar pose of a figure.

And in an illustration for the New York Central Lines, the story must be ferreted out: it is not purposely projected. A mother in a luxuriant Pullman, a very little girl, holding a doll in her arms, and a colored attendant just coming down the aisle with a

pillow.

A mother would translate this picture into the following terms: The pillow is being brought for the doll. That little dolly must be put to sleep. The colored maid smiles. She understands too. Be-cause in a few minutes, it is a tiny girl who will be asleep on the pillow and another mother-ruse will have been successful. Even restless, excited children can sleep undisturbed on this railway system.

In advertising's pictorial side, it is those more subtle touches which carry the true home flavor, the correct and intimate home atmosphere. They contain a high voltage appeal. Turn on the current and see whether it does not shock

you into attention.

Marland Oil Advances W. I. Nunn

Wesley I. Nunn has been appointed manager of the retail marketing denartment of the Marland Refining Company, Ponca City, Okla. He has been assistant manager since last spring, and acting manager since June I. He joined the company as assistant to the director in charge of marketing and advertising early in 1922.

Joins International Western

J. E. Otterson, formerly president of the Winchester Repeating Arms Company, New Haven, Conn., has joined the executive staff of the In-ternational Western Electric Com-pany, New York, export organization of the Western Electric Company, Inc.

Death of William Van Anden Hester

IJILLIAM Van Anden Hester. president and general manager of the Brooklyn Daily Eagle, died at Glen Cove, L. I., on December 14. He was the third generation of his family to head this newspaper. His father, Colonel William Hester, whom he succeeded as president, started as a young man in the print shop of his uncle, Isaac Van Anden, who founded the Daily Eagle in 1841.

For more than forty years William Van Anden Hester was associated with this publication. He was twenty-three years old when he joined the Daily Eagle in 1881, taking subscriptions and selling papers over the counter. From this position he gradually advanced to other positions, becoming bookkeeper, cashier and in 1891 he was elected secretary of the Eagle Corporation. Later the duties of treasurer were added to his re-sponsibilities. He then became vice-president and, in his father's last years, had virtual direction of

the newspaper.

Mr. Hester had been president and general manager for the last three years. He was sixty-six

years of age.

Libbey Glass Company to Absorb Nonik Corporation

The Libbey Glass Manufacturing Company, Toledo, on January 1, will take over the management of The Nonik Glassware Corporation, together with all Nonik patents, copyrights and trade-marks, selling contracts, and manufacturing rights. R. I. Ratner, president of the Nonik corporation, informs the trade that the Nonik features and the Safedge principle of the Libbey company will be combined in the product of the new company. of the new company.

Gray Motor Corporation Advances Charles Gould

Charles Gould has been appointed director of sales, service and advertising of the Gray Motor Corporation. Detroit. He succeeds L. R. Martell, who has resigned. Up to the time of his new appointment Mr. Gould had been in charge of service policies with the Gray company.



Vaults cannot protect



\$\\\phi\arrangle \tau_0 \\phi\arrangle \tau_

Vaults cannot protect records against the ravages of time

Long life is one of the four factors considered in The Specification Chart

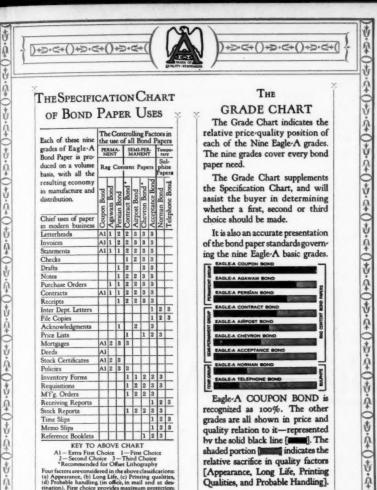
THE introduction of wood into the manufacture of paper has brought about changes with which the greater portion of the public is unfamiliar.

Newspaper stock is made entirely of wood. Librarians are endeavoring to induce newspaper publishers to print a small edition on rag paper for filing copies. A librarian in a large eastern city, writes of newsprint: "As guardians of the printed records, we are laying up a mound of trouble for ourselves by putting away for future generations records in this shape, which begin to crumble almost before they are bound". The American Library Association has made specific recommendations on this subject.*

This subject is of equal importance to business men, who may unknowingly prepare documents of the utmost importance on papers made only for temporary use. You may rely upon the Specification Chart for guidance in this matter. Long life is one of the four major factors considered in the preparation of the Specification Chart.

Out of the chaos of paper grades, the American Writing Paper Company has scientifically graded nine bond papers (see Grade Chart) which cover every bond paper need. These papers — Eagle-A Bonds—are produced in volume, providing greatest possible value in each grade, and the Specification Chart is the guide to their best use—bringing to you the *right* paper for the purpose, at the right price.

^{*}If you are interested in detail in this phase of paper, you should consult Vol. 12 No. 3 (pages 211-216) of the Quarterly Bulletin of the American Library Association. You will undoubtedly find this on file in your local library.



A1 — Extra First Choice 1 — First Choice 2— Second Choice 3 — Third Choice "Recommended for Offset Lithography shaded portion indicates the relative sacrifice in quality factors Four factors are considered in the above classification (a) Appearance, (b) Long Life, (c) Printing qualitie (d) Probable handling (in office, in mail and at detination). First choice provides maximum protection others a slight sacrifice of one or more of the factor [Appearance, Long Life, Printing Qualities, and Probable Handling].

Considering life and probable handling, the Specification Chart distributes the nine basic grades of Eagle-A Bond Paper into three primary groups - permanent papers, semi-permanent papers, and temporary papers. Proper care of records requires paper in all three groups.

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(continued on the next page)



The Specification Chart has been adopted by leading business houses and representative printers throughout the country. A copy of the Chart in convenient form will be sent to you upon request, and with it a booklet, "The Correct Use of Bond Papers," and a sample portfolio of the Nine Eagle-A Bond Papers as additional guides.

AMERICAN WRITING PAPER COMPANY
Makers of Eagle-A Bonds, Linens, Ledgers, Covers,
Book Papers and Announcements
Holyoke, Massachusetts

EAGLE-A Bond PAPERS



This watermark identifies Eagle-A Bonds

Free - A Course in Direct Mail Advertising

A set of twelve handbooks treating upon various phases of Direct Mail Advertising in relation to business problems. The material, representing a wealth of experience, constitutes a worthwhile reading course not only for workers in advertising but for those who supervise advertising work. The American Writing Paper Co., Holyoke, Mass. will ghadly supply this set of informative and instructive handbooks without cost or obligation to those who ask for it.

Playing Safe with Color in China

NEW YORK, Nov. 25, 1924.

New York, Nov. 25, 1924.

Editor of Printer' Ink:
One of my clients is selling a large quantity of his goods in China. He is thinking of making a change in his package and has asked me to find out the advantages and dangers of certain colors as used in China. He is under the impression that certain colors there have meanings which are important in selling goods. Can you help me to discover the good and bad colors?

Charles P. Brown. CHARLES P. BROWN.

SEVERAL letters indicating a growing interest in the land of T'ien Chao, or the Celestial Dynasty sometimes called Ta Tsing Kwoh, the Great Pure Country, have come to us recently. when a man talks about changing the color of his package, calendar, or trade-mark in China let him tread softly-and watch his step. For ever since Pan-Ku, the first man, chiseled himself out of chaos, through the later days of Foh-hi, a great chieftain who lived and ruled 2852 B. C., down to the present moment, color has all sorts of hidden meanings to Li Hun Chan and his several hundred million fellow citizens.

In Rochester, let us say, a manufacturer of small oil lamps, selling to millions of Chinese, decides to "give 'em something new" in the way of a calendar for the Chinese trade. He shifts from gold on red, to some Chinese characters of yellow on black. Unless he knows China he does not know that he has shifted from a sign meaning "special happiness" to one with the far less pleasing meaning of "an old man's death." Since the Chinese love and honor their own and their friends, parents and ancestors, such a shift might easily lose thousands of dollars in sales.

Millions of Chinamen think they are followed at every step by personal devils of great cruelty and ferocity. It is each Chinaman's life job to outguess and outmaneuver them. Thus he would be disappointed, to say the least, to see the maker of his favorite breakfast food change from a gold-on-white package to a blue-

on-black. For this, in China, would be a change from a combination meaning "aristocratic" to one signifying a malignant evil spirit. Truly color has strange and important meanings in China. A complete chart showing preferences and good and bad combinations was given in PRINTERS' INK Monthly for October, 1920.— [Ed. Printers' Ink.

Register Harrison Radiator Trade-Mark

The Harrison Radiator Corporation, Lockport, N. Y., radiators for passenger cars, trucks, aeroplanes and tractors, recently made application for registration of its trade-mark "Harrison Cooled." This trade-mark which appears on a plate attached to the back of the upper radiator tank has been used in the company's general, business-paper and outdoor advertising during the last year. "When a sufficient number of radiators bearing this tag are in service," Klare F. Covert, sales manager, informs PRINTERS' IRE, "it is possible that we may feature it more strongly in our admay feature it more strongly in our advertising."

Samson Electric Account for Conover Agency

The Samson Electric Company, Canton, Mass., manufacturer of the Helical wound transformer for radio sets, has appointed the S. A. Conover Company, Inc., Boston, advertising agency, to direct its advertising. A magazine and newspaper campaign is now being conducted.

J. E. MacWilliams Advanced by J. N. Adam Company

J. E. MacWilliams, director of publicity and manager of sales for the J. N. Adam Company, Buffalo, department store, has been made a vice-president of the company. He will continue to direct the advertising and sales work in addition to his new duties.

Joins Walker Manufacturing Company

George A. Brusch, formerly sales manager of F. H. Maffet, Inc., Atlanta, Ga., has been appointed general sales manager of the Walker Manufacturing Company, Racine, Wis., manufacturer of automobile jacks.

Has Okonite Account

The advertising account of The Okonite Company, Passaic, N. J., which it previously was reported had been transferred, continues to be directed by the Manufacturers Publicity Company, New York.

How Shall We Say It?

A Theory about Modern Advertising Copy in the Light of a Look at Two Best Sellers

By Amos Bradbury

I AM wondering how we ought to talk to people in our advertising. I mean the modern youth of our time. There is no question at all about the influence of youth in the purchase of almost everything from father's pajamas to an addition to the house, the new dining-room suite and the automobile for next spring. But are we talking to them in the

right language?

I do quite a little listening to conversation as I pass here and there and it has made me wonder. The other day, for example, while ostensibly reading a newspaper in the smoking-room of a certain college club I listened in on some modern conversation. Two young men were discussing another young man who had come in, told the valet to have his suit ready for a change in ten minutes and had dashed upstairs in the elevator to "shoot a quick game of squash."

"Peter is always registering activity," said one. "It's a habit with him—not an occupation. There are just as many places for me to go as there are for him, but he registers speed in every mo-

tion."

After more talk about Peter's characteristics in which he was accused of being a "trifle high hat," the talk turned to a recent Spinster's Dance which the young men had attended. Dances in the country, which seemed to mean Long Island, it was decided, were more desirable than the big dances in New York. One of the young men spoke of "that Davis girl." "There's a real good egg," said

Now if I were writing a piece of advertising copy for some sort of a woman's jacket, pour le sport, and wanted to describe this type of young woman I should probably call her a good scout. But that expression seems to have

passed on. In the lexicon of modern youth there is apparently no such word as scout, but instead a multitude of other words new and strange to my older ears.

These young men, who wore the rose of youth on their cheeks and double-breasted suits in the newest Tripler manner, seemed to use not only new words but had a different method of talking from people of thirty-five and over. A great deal more seemed to be left to the hearer's imagination. Sentences were short, snappy and quick. There were more epigrams, more studied effort for original and snappy endings to sentences.

THE YOUNG IDEA

Later on, the young men were talking to an older man, say, thirty-nine. They seemed to give him quiet and respectful attention, but were apparently nervous about the long time he spent in getting to the point of what he wanted to Both of them seemed to be ahead of him long before he arrived at his point. Before they left the smoking-room the talk had turned to a book by a certain modern young author which all of them had apparently read within the last few weeks. For myself, I had been reading Washington Irving the evening before. So a curious thought occurred to me. Washington Irving, whose works are still sold and read, was born in 1783. In 1818 he was a best seller, for it was in that year that the "Sketch Book" laid the foundation for Irving's later fortune and fame. The year before, the commercial house in which he had been a partner failed, so that from 1817 he made his living by writing and wrote books which people read in sufficient quantity to give him a very comfortable income.

A young Armenian living in London, Dikran Kouyoumdjian, took the name of Michael Arlen,



Without "Deducts"

FIRST PLACE IN CINCINNATI

—for the greatest amount of advertising lineage published during November, 1924 goes to

The CINCINNATI ENOUIRER

The Enquirer carried during November

1,306,335 Lines

of paid advertising, leading both evening newspapers

One by 131,133 Lines The other by . . 623,695 Lines

In this tabulation no evening paper classification has been omitted. No deduction of any sort has been made and no alibi is advanced by The Enquirer for something it may not have or cannot get. These figures tell the whole truth about newspaper supremacy in Cincinnati.

WHY THIS SUPREMACY?

BECAUSE The Enquirer taps the real purchasing power day after day—because the advertiser knows it and gets results. No waste circulation—no padded orders sent to and paid for by dealers and newsboys but not sold to the reading public.

The Enquirer ALWAYS leads the other newspapers in Classified, Automobile, Radio, Furniture, Resorts and Travel, Financial, and Building Material Advertising.

L. A. KLEIN Chicago New York The

R. J. BIDWELL CO. 742 Market Street San Francisco

CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

probably so that his readers could refer to him without a sneeze or a cough. It was one of his books the young men were discussing. This young Armenian is the literary sensation of the moment. year," says a prominent critic, "his 'Green Hat' has surpassed all records by the persistence with which it has held the lead among best sellers." This same critic describes Mr. Arlen's style as "a combination of epigrams and very modern slang." Evidently this young man knows how to interest modern youth. It occurred to me to compare the style of Irving, the best seller of a hundred years ago, with that of Arlen, and then to clip some modern pieces of advertising copy designed to appeal to the younger generation.

In an article called "Colorful Words" in PRINTERS' INK some descriptive material from the works of Alexander Smith was used, and comparisons were drawn from modern advertising copy to show how the works of the great descriptive writers of the past were influencing modern copy. Now I believe that our own Washington Irving was a great descriptive writer. My idea in comparing the styles of two best sellers 106 years apart is to see what changes have taken place in descriptive writing and whether modern copy is being influenced more by the longer descriptive style or the modern method of quicker jumps, leaving a whole lot more to the reader's imagination. Let us compare, for example, the description of the organ in Westminster Abbey written by Washington Irving with the account of an automobile ride written by Michael Arlen in the "Green Hat." Here is Washington Irving:

Suddenly the notes of the deep-labor-ing organ burst upon the ear, falling with doubled and redoubled intensity, and rolling, as it were, huge billows of sound. How well do their volume and sound. How well do their volume and grandeur accord with this mighty building! With what pomp do they swell through its vast vaults, and breathe their awful harmony through these caves of death, triumphant acclamation, heaving higher and higher their accordant notes, and piling sound on sound. And now they pause, and the soft voices of the choir break into sweet gushes of melody; they soar aloft

and warble along the roof, and seem to play about these lofty vaults like the pure airs of heaven. Again the peal-ing organ heaves its thrilling thunders, ing organ heaves its thrilling thunders, compressing air into music, and rolling it forth upon the soul. What long-drawn cadences! What solemn, sweeping concords! It grows more and more dense and powerful—it fills the vast pile, and seems to jar the very walls—the ear is stunned—the senses are overwhelmed. And now it is winding up in full jubilee—it is rising from the earth to Heaven—the very soul seems rapt away and floated upward on this swelling tide of harmony! tide of harmony!

Here is Michael Arlen's description of an automobile ride:

Their engines no louder than a whisper Their engines no louder than a winsper through the quiet noises of the night, and swift as arrows with flaming eves, two touring-cars, a primrose and a blue, passed through the villages riverwards. The good people slept on undisturbed, as why should they not, for a motor-car will disturb the amenities of a villas why should they not, for a motorcar will disturb the amenities of a village by night less than a wheel-barrow.
Maybe through the crack of a blind
flashed a startling light on a sleepless
pillow. Maybe a distant scream, as of
a great sea-bird, stirred a boy to
dream. Maybe a cow stared thought
fully at the strange, swift, whirring insects with the livid eyes and the cruel
screams. Here and there the lamps
shone on the buttons of a policeman,
stock-still in a doorway. There was no
air but the wind of our passage, warm,
heavy with dust and dry grasses. "Rain,
rain!" breathed England in her sleep.
And there was no rain, nor breath of
rain, nor yet that damp, oppressive
foretaste of a thunderstorm around the
land, the unclouded darkness prinned foretaste of a thunderstorm around the land, the unclouded darkness pinned with faint stars. A myriad flies with-stood the stork, were appalled, died. Wrapped in silence, armed with light, we fled beneath the suns of the night like battle-chariots rushing to the assault of the stronghold of the gods. To listen to great music, to adore God in vast solitudes, to kneel before the face of beauty, to pass through the quiet land like an arrow with flaming eyes, swifter than your thoughts: such and the like, according to each our

quiet land like an arrow with flaming eyes, swifter than your thoughts: such and the like, according to each our nature, are the captains of the world's delights, so keep your eyes from the stars, that destroy our delights with their dreams of grander things.

Silence marches with the thoughts in your mind. Maybe a word or two will drop, hesitate in the wind, fight with the dying hosts of midgets, perish on the road. Small lying things brush by your face, and a dry unsweet scent, as though England is sleeping with her windows closed.

as though England is sleeping with ner windows closed.

A new road, recently laid down to soften the passage of footlight favourites to the reaches of Taplow and Maidenhead, wide, deserted of houses, Meadows swept each side into the desert dark-

There are surely copy suggestions in both the above quotations for an organ manufacturer or an (Continued on page 77)



Decision is a Habit

Men at the top in all industry are where they are because they have acquired the habit of aggressive action. They are accustomed to quick decision.

A constant spreading of your sales messages before them not only starts direct action from the top but gives you a quick final O.K. without which all your other selling effort is lost.

MATION'S BUSINESS

Washington
168,000 Circulation (Member A.B.C.)



RUNNING through a farm paper is like attending a National Chamber of Commerce. You meet all the prominent manufacturers.

More than 1500 manufacturers of general merchandise used farm papers last year. They understood the selling value of a media that offers

Fair Play Policy
Guarantee of Advertising
Concentrated circulation within
a clearly defined market

These and other features should be helpful to you. The farmer's 1924 cash income exceeds last year in dollars and is much greater in buying power. Agricultural America has entered a period of prosperity that promises to last many years.

Agricultural Publishers Association

Victor F. Hayden, Executive Secretary 76 West Monroe Street, Chicago

Complete coverage of the farm field and dominance of the seventy million population in the rural market YOUR Salesmen, Jobbers, and Retailers know the importance of farm women as buyers.

This is one reason why they appreciate the help of an adequate campaign in the only magazine published exclusively for farm women.

FARMER'S WIFE

The National Magazine for Farm Women SAINT PAUL, MINNESOTA

WALLACE C. RICHARDSON, INC.

95 Madison Ave., New York

Transportation Bldg., Chicago

750,000 Net Paid Circulation

automobile maker though they were put down on paper by writers of best sellers 100 years apart. They are different. Washington Irving's works are still selling after all this time. That is a point to remember. But Arlen probably is saying things more in the manner our youth of today talks. Do you remember the famous passage describing the Court of Lions in the Alhambra in the best seller of a century ago? Here it is in part:

The peculiar charm of this old dreamy pace is its power of calling up vague reveries and picturings of the past, and thus clothing naked realities with the illusions of the memory and the imagination. Here the hand of time has fallen the lightest, and the traces of Moorish elegance and splendor exist in almost their original brilliancy. Earthquakes have shaken the foundations of this pile, and rent its rudest towers, yet see—not one of those slender columns has been displaced, not an arch of that light and fragile colonnade has given way, and all the fairy fretwork of these domes, as unsubstantial as the crystal fabrics of a morning's frost, yet exist after the lapse of centuries almost as fresh as if from the hand of the Moslem artist. The very light falls tenderly from above, through the lantern of a dome tinted and wrought as if by fairy hands. Through the ample and fretted arch of the portal, I behold the Court of the Lions, with brilliant sunshine gleaming along its colonnades and sparkling in its fountains.

Here is a totally different sort of description from the young Armenian with the unpronounceable name who has trade-marked himself Michael Arlen and whose books are selling big now:

They call this rhythm the Blues. It reminded you of regret. You danced again at the Ambassadeurs at Cannes, with the masts of yachts drawn ebonyblack between the tall windows and the pale blue night over the sea. The Lido lay like a temptation before your mind, and the songs of the gondoliers raved into the measure of whispering feet. The Spanish King brushed by you at San Sebastian, eating salted almonds, again you hesitated in the dance at Biarritz to listen to the roar of the Atlantic, and across a perfumed street in Seville you again saw the shiver of a mantilla through the cracked window of a cabaret. You danced again beneath the vermilion moon of Algeria, between the American Bar and the pyramid-cypress tree. You danced again in the Bois in Paris, the trees like monstrous black pagodas against the night, the stars brilliant as sequins on an archangel's floating cloak, the magically white faces of women,

the lights in the night making love to the black shadows in their hair, their lips red as lobsters, the men talking with facile gestures, the whole tapestry of the Chateau de Madrid like a painted fan against a summer night. They call this rhythm the Blues, which is short for a low state of vitality brought about by the action of life on the liver.

They are both descriptions, but they show far different methods just as the men who now write copy—but I am ahead of my story—wait a minute. Girls, young girls and pretty ones buy many diverse and expensive articles and influence the purchase of many more. What other buying power is greater than that of a pretty girl who wants this or that and usually manages to get it? There has been a great change in the way the writers of best sellers describe them, too, in the hundred-odd years that have passed since 1824 when Washington Irving said this of one of them in the "Early Experiences of Ralph Ringwood":

I had taken my breakfast, and was waiting for my horse, when, in pacing up and down the piazza, I saw a young girl seated near a window, evidently a visitor. She was very pretty: with auburn hair and blue eyes, and was dressed in white. I had seen nothing of the kind since I had left Richmond; and at that time I was too much of a boy to be much struck by female charms. She was so delicate and dainty-looking, so different from the hale, buxom, brown girls of the woods; and then her white dress!—it was perfectly dazzling! Never was poor youth more taken by surprise, and suddenly bewitched. My heart yearned to know her, but how was I to accost her? I had grown wild in the woods, and had none of the habitudes of polite life. Had she been like Peggy Pugh or Sally Pigman, or any other of my leathern-dressed belles of the Pigeon Roost, I should have approached her without dread; nay, had she been as fair as Schultz's daughters, with their looking-glass lockets, I should not have hesitated; but that white dress, and those auburn ringlets, and blue eyes and delicate looks, quite daunted, while they fascinated me. I don't know what put it into my head, but I thought, all at once, that I would kiss her! It would take a long acquaintance to arrive at such a boon, but I might seize upon it by sheer robbery. Nobody knew me here. I would just step in, snatch a kiss, mount my horse and ride off.

Then comes Michael Arlen. After a lady has been seen to enter a room, all dressed in a robe of white ermine which another man terms imitation, Arlen says of her:

But I knew, for I once had a friend who was a taxidermist. There were 396 white ermines round Iris. White and tawny and white. She was like a light, and you hadn't realized what an infernal dungeon the place was until the door had suddenly opened and she had come in, wrapped in cloth of soft snow. Boy's head, curly head, white and tigertawny. She was like a light, a sad, white light. I can't describe her but like that. like that.

He has a trick of describing people by telling of their effect on others, rather than by detailing their appearance. A duchess may have "hair like a raven's wing," but more completely she is described as one who made men look around over their shoulders when she entered or she is one who "insisted on working for the welfare of the people at large and not just our own little class." He also strives for the clever line in describing anyone-"a gentleman is never unintentionally rude to anyone," or "clever women are born with rouge on their cheeks," a young girls' hand "smelt dimly of petrol and cigarettes, and a scent whose name I shall never know." The quality Arlen desires, as he says in the "London Venture," is fastidiousness. He writes of smart people in clever lines and epigrams. He says, "It is the affectation of Englishmen to be tiresome about cosmetics, and if they are not tiresome about cosmetics they cannot be the Right Sort." And Arlen is making a successful plea to the youth of our land.

Now we come to the modern copy written to sell cosmetics and automobiles vanities and vacuum cleaners to young wives and pearl gray hats to young hus-

bands. Wondering about this copy and how the men who wrote it were saying things in print, I took out my knife and sat down with a couple of publications. I wanted to discover if the huddle system employed by our football teams influenced this copy whether it is individual in tone. I wanted to see if Washington Irving's method of detailed description which made him a best seller a hundred years ago and

still sells his books, or Michael Arlen's style, so much more like the conversation of our young men and maidens was more preva-I am not a good judge of copy, but here is what I clipped. Some, in my poor opinion, are fine, some are silly. Some are fine, some are silly. Some are Irvingesque, some are Arlenlike and I'll tell you what I consider the right combination in a minute. Here is a man selling perfume to our modern young woman:

FLORAMYE is the sweetness of the sunshine soul—the scent-harmony of the blithe, cheery spirit with a bit o' joyous banter on her lips. Be she blessed with banter on her lips. Be she blessed with merry eyes of blue, or be they bonnie and brown, if a light song is in the heart of her and in her wondering glance hides a seeking for elves and pixies and wee folk in flowering thickets, then FLORAMYE is her very own!

Here is a piece of copy addressed by inference to the young people of the family. It is designed to sell the family some more spoons and other silverware:

For want of a spoon or—to be exact—for want of a dozen of them and the rest of a well-rounded silverware equipment, the Fosters "didn't give dinners or teas or bridge parties, they weren't invited to many parties at other people's homes. They seemed out of it, somehow. Life was unnecessarily dull. Perhaps, Mr. Foster didn't mind so much —he had his golf and his books. And Mrs. Foster was by nature retiring. But the Foster girls, Mildred and Joan, minded a good deal!

And in the following the men of the family, especially the he-men of the family, are being paged by the maker of leather wallets:

All the flagging romance of work-a-day man is roused by the lure of real leather. As he sits in his great-chair, eyes half closed, clasped in his hands is a wallet. Slowly, thoughtfully his fingers stroke its smooth breadth and search out the depths of its pockets. To him it is a holster and he a blustering plainsman—the idol of his boyhood dreams. Mounted on his fanciful charger he soon forgets his cares, as the fragrance of real leather greets his nostrils.

his nostrils.

his nostrils.

Gifts fashioned from man's fabric are always appreciated. Especially so are those he can use and carry in his pocket. Wallets are made from only the choicest leathers by master craftsmen. Their beauty mellows with long years of service. And their daily use is a constant reminder of the giver. a constant reminder of the giver.

Here's one that reminds me



A REGULAR SUNDAY FEATURE OF THE

JOURNAL-POST

Tells Kansas City book-lovers about the week's best sellers. The publisher's name is always included.

Books and Authors are interestingly discussed

Advertise books to responsive readers

Kansas Cityans READ BOOKS-

More than 92,000 persons hold library cards.
 Home circulation of library system more than 1,200,000 volumes every year.

Every Book Lover a Prospect!

KANSAS CITY JOURNAL-POST

14th in Circulation in U.S. (Morning) 15th in Circulation in U.S. (Evening)

VERREE & CONKLIN

New York

Chicago

Detroit

San Francisco

very much of Arlen's style as he tells of the two touring cars, plunging through the night. It is the beginning of a recent Simmons Bed advertisement:

Are you one of the "light sleepers" who start awake whenever a latch clicks, a light glows, a curtain flaps or a car roars by in the street? Does your night's rest begin with counting sheep and end, perhaps, with

counting sheep and end, perhaps, with some ugly dream? How often do you hear the clock strike two?

And here is one more in the detailed, descriptive style of Washington Irving. I must say I like both of these examples very much. Isn't there a suggestion of the "vague reveries," the "Moorish splendor," "the slender columns and fairy fretwork" of the Court of the Lions in the following from a Fostoria glassware advertisement?

Every glorious piece of Fostoria glassware justifies your pride in its purchase. What joy there is in the possession of its loveliness. . . . Crystal gaze a moment! See how magic snarkling heauty is kent eliminate. Crystal gaze a moment! See how magic sparkling beauty is kept alive in a mysterious prison of glass. . . From the fragile hand-blown crystal, etched with fairy-like tracings, to the deepetched designs, encrusted with coin gold, Fostoria patterns are rich in conservative charm.

....Stemware of slender grace—gob-lets, parfaits, sherberts; delightful sugar bowls and cream pitchers; console sugar nowis and cream pitchers; console sets and compotes: mayonnaise sets and marmalade jars. You like Fostoria for its quiet aristocracy of design. Ask for it by name—you can buy none better. Gift seasons—remind you of the increasing vogue and correctness of fine crystal. There is something in Fostoria appropriate for every gift purpose.

Then a department store talking about Christmas and the holiday spirit:

And some trampling over sparkling snow with drum and flute and viol, to carol 'neath a neighbor's window—and some with laughs and jests and hand-clasps hearty—and some with only starry eyes to tell their Yuletide message—each, boisterous-gay or wistful-shy—repeats the old, old greeting, "Merrie Christmas!"

Someone, quite evidently the parent of a couple of little shavers, writes thus about a Davenport bed:

A big Davenport before a glowing fireplace. Firelight dancing on the walls. Daddy and you and Betty and Bob watching the flickering flames.

Daddy looks at his watch. "Time for all little children to be in bed," he says. "Five minutes to get there, and five cents to the one who is first." Then, while Betty's fat fingers fum-ble with buttons and Bob's quick hands

tug at stockings, you open up the big davenport, smooth out the covers, give the pillows a pat, and two tired chil-dren are off to sleen, snuggled in the soft depths of the Kroehler Davenport

Then quite in another vein, the maker of a cigarette tells of his goods and that a box of them would make a fine gift for:

your man-about-town uncleyour debutante niece-your smart Aunt Mary the girl you met at Pierre's— Everybody and anybody who knows a smart gift when they see one!

Here is a vanity case, an oval one with a double mesh wristlet to make some young debutante, some "good egg of a girl," happy at Christmas:

The Terri Vanity reflects its aristocracy in its very lines. Distinctively shaped, it is at once a recognized scion of the famous Terri Vanities. The entrancing oval effect strikes a particularly new note. And the double mesh wristlet! Like an exclamation point completing an excitation was presented to the control of th pleting an esctatically beautiful tence. . . .

In totally different manner the maker of Snowdrift uses the vernacular of the kitchen:

When ah cooks a cheekin on a gas stove ah puts de plate whut ah uses for heatin' de flatirons on under de fryin' pan, turns down de heat and lets dem fry slowly till it's done fru. An if nesary, ah puts in mo "Snowdrif."

Then once again we have the lure of romance, the smart world, the verve and elan and everything. It sounds like Arlen writing of the Ambassadeurs at Cannes, of the pale blue night over the sea. It is the maker of a line of toilette preparations speaking:

NICE! The Carnival! Gaiety en-throned! Here indeed may we mingle with the Beauty of the Old World and the New. Here, truly, may we admire the charm, the verve—the subtle allure— of the smart Parisienne.

on the smart Parisienne.

What is the secret of that charm-that intriguing touch so distinctively French? It is this: "Always, in the toilette, let but one single fragrance pervade. Let each necessity of the dressing table possess the same French odeur.

So I put down the magazines and

IT isn't advertising until it's delivered to the eye!



Like Chinese prayer papers scattered from the joss house roof to be borne by the winds to possible gods . . . advertisements multiply on multiplying pages beyond the limits of the reader's time, patience and interest. . . . In all this flood of print that descends on New York there is one focal spot where eyes stop and linger, where interest awaits every new message. On this limited field of vision your advertising still has its golden opportunity to come before the eyes of the largest daily circulation in America. . . . This cynosure? . . . The small page of the tabloid New York News!

(over)

THE NEWS makes it possible to bring your message to the attention of the largest daily circulation in America with smaller copy, less expense! Compare the Chesterfield advertisement.



The tabloid News

Had 32 pages, Carried 14,444 lines of advertising, and Had 832,231 circulation.

The Advertisement

Was 672 agate lines (half the size of the same copy in the standard size paper), and Cost \$0.82 per line (on a 20,000 line contract), or

\$551.04— Or \$0.00099 per line per thousand circulation.

It filled 67%, or more than two-thirds of the page space, and was a larger advertisement on the tabloid

It was 4.7%, or about one-twentieth of the total advertising in this issue, and received one-twentieth of the attention of all the readers.

It cost a trifle more than two-thirds of the standard size paper cost.

The same copy was more effective, with half the space in The News, and it cost less!



The larger paper

Had 28 pages, Carried 27,476 lines of advertising, and Had approximately 270,962 circulation.

The Advertisement

Was 1,375 agate lines, and Cost \$0.57 per line (25,000 line rate), or \$783.75 -Or \$0.0021 per line per thousand circulation.

It was 61%, or two-thirds, of the page space and received two-thirds of the attention on that page. It was also 5%, or one twentieth, of all the advertising carried in this issue, and received one-twentieth of the reader's attention.

> THE NEWS New York's Picture Newspaper

25 Park Place, New York 7 S. Dearborn St., Chicago

I think to myself in front of my fire that Mr. Irving and Mr. Arlen, best sellers of 100 years apart, both have their followers in modern advertising copy. It is proved once more that one sells bath salts or perfume with different words from those used in selling vacuum cleaners or cooking utensils.

But I have secured from my study of two authors and many copy writers a theory about our modern copy. It should have both the style of Irving and Arlen. It should be seasoned with the spice of sparkling words mixed with the good common sense of detailed description, interestingly written. Irving has lasted 100 years. Arlen is here now. Both have much to teach the man who writes copy. He should study both the new and old. He should talk to both youth and middle age. Beautiful words and clever epigrams fall down if they are not combined with facts. Where does this ship so cleverly written about sail from, and how long does it take to get where? How much does that passionate perfume cost and where can I buy a bottle for Mrs. Bradbury? Can I buy an electric train at that department store or are all the floorwalkers out carolling 'neath some neighbor's window, with starry eyes and hand clasps hearty.

There is a happy combination of the "ain't-it-grand" and the "this-is-it" type writing, which makes the sort of advertising copy both to interest readers and sell goods.

R. E. Smith with Springfield, Mo., "Republican"

Russell E. Smith is now manager of the merchandising co-operation service department of the Springfield, Mo., Republican. He was at one time manager of the merchandising and promotion departments of the Star League of Indiana.

"New England Homestead" Appoints A. H. Billingslea

The New England Homestead, Springfield, Mass., has appointed A. H. Billingslea, publishers' representative, New York, as its advertising representative in the New York territory.

Rowe Stewart Honored

More than 200 people engaged in advertising were present at a dinner in Philadelphia on December 9, which was given in honor of Rowe Stewart, former president of the Associated Advertising Clubs of the World and now chairman of the second district. The event celebrated his promotion to the position of vice-president and general manager of the Philadelphia Record. Those present included officials of the Associated Advertising Clubs and a number of people from New York, Chicago and other cities.

cities.

Joseph F. Finley, secretary of Story, Brooks & Finley, Inc., and a contemporary of Mr. Stewart during his early days with the Record, told in an intimate way of his career. Tribute was paid to Mr. Stewart for his part in promoting the activities of the Poor Richard Club, of which he has been president and is now vice-president, by Jarvis A. Wood, who is now president, and Bartley J. Doyle. Melville F. Ferguson, managing editor of the Record, discussed Mr. Stewart as he is known by his intimate associates. Other speakers were: H. H. Charles, president of the New York Advertising Club, Karl Bloomingdale, Cornelius Bodine, Charles R. Hamilton, Charles A. Stinson and Howard C. Story, who was chairman of the committee in charge of arrangements. Philips C. Staples, vice-president of The Bell Telephone Company of Pennsylvania was toastmaster. A miniature edition of the Record, called "The Rowe Stewart Edition," was presented to each guest. This chronicled Mr. Stewart's history, from his birth in 1872 to the present.

E. O. Syman Leaves Kansas City "Journal-Post"

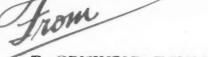
Edwin O. Syman has resigned as general business manager of the Kansas City Journal-Post, a position which he has held for the last three and one half years. He is leaving the Journal-Post because of his desire to be near his only son, Charles, who is now in a sanatorium at Naperville, III. Mr. and Mrs. Syman will spend the winter in their old home at Aurora, which is eight miles from Naperville.

City Advertises to Women

In recent winter resort advertising in newspapers, the Chamber of Commerce of Asheville, N. C., makes a special appeal to women. The copy, in part, reads: "Women feel perfectly free to come to Asheville entirely alone, assured of every facility for their comfort, pleasure, and protection."

Glove Account for McKinney, Marsh & Cushing

The Daniel Hayes Company, Gloversville, N. Y., manufacturer of men's gloves, has placed its advertising account with McKinney, Marsh & Cushing, Detroit, advertising agency.



The GRISWOLD - ESHLEMAN Co.



EIN/ON-FREEMAN C

LITHOGRAPHER.



327-333 EAST 29TH ST

Gentlemen

"The job is certainly fine. It meets our expectations exactly.

Very truly yours, etc."

The Griswold-Eshleman Co., Advertising Agency for the Harris Automatic Press Co., refer to the double page spread for Harris Offset Presses which follows this advertisement.

Do Your Offset I



Reproduced by offset on coated stock from a 20 x 30 inch dealer hanger also produced by offset on coated stock—reduced with all the magnetic effectiveness of the original. When you see results like this, can you afford NOT to try Offset? This subject shown by courtesy of the Retail Dry Goods Association, New York, N. Y.

offset ness—injects of its

Whether for a offset. finish production offset.

presses salesm vertisi lay cer you.

Most

et Buying Early

EARLY in 1925, produce by offset, one of your advertising pieces. Find out for yourself, how offset matter attracts because of its velvety brightness—how it holds interest because of the life it injects into your message—how it convinces because of its persuasive faithfulness of reproduction.

Whether for the reproduction of a small folder or for a dealer wall hanger, or for a large poster—try offset. Whether you want it produced on matte finish or coated paper—try offset. Whether you produce it in black and white—or in colors—try offset—but try offset early in 1925.

Call In An Offset Salesman

Most lithographers and many printers operate offset presses. Find out which ones do—and call in their salesmen before you produce any of your 1925 advertising matter. Give these men an opportunity to lay certain facts before you—facts which may surprise you. Look at their samples. Ask them to quote.

Published in the interests of More Effective Advertising by The Harris Automatic Press Co., Cleveland, Ohio, manufacturers of



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of

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Paise Indeed/
THE double spread in color which

THE double spread in color which precedes this advertisement is a fine evidence of color lithography efficiency.

It shows a reprint of one of a series of posters executed for the Retail Dry Goods Association of New York by this company.

It also shows how the manufacturer of the press on which this job was done exploits the merits of his merchandise by advertising ours.

When the maker of one of the finest offset lithographic presses in the country pays a lithographer the rare compliment which the Harris Automatic Press Co. has paid us on several occasions, you can be sure it means something, for praise from the Harris Press people on lithographic quality is praise indeed.

EIN/ON-FREEMAN C9

INCORPORATED

LITHOGR APHERS

Specializing in Window and Store Display Advertising
327-333 East 29th Street- New York City -Lexington 5780

E. T. Meredith to Address National Commission

E. T. MEREDITH, publisher of Successful Farming, will be one of the speakers at a luncheon during the next quarterly meeting of the National Advertising Commission to be held at Detroit, January 29 and 30. James O'Shaughnessy, secretary of the American Association of Advertising Agencies, also will speak, and speakers for other sessions will be announced later.

This will be the first meeting to be held under the plan announced in the October 23 issue of PRINTERS' INK, under which the Commission expects its quarterly sessions to be in the nature of miniature advertising conventions. The first day of the meeting will be given over to executive business sessions of the Commission, while on the second a program of addresses and discussions will be opened.

Departmental sessions of the community, financial and advertising agency groups of the Com-mission will be held and at each of these a special program will be Efforts are being made to have every agency member in the Detroit area send representatives to the meeting. The Detroit Adcraft Club promises that the session will be the largest in point of attendance that the Commission ever has had.

John H. Logeman, in charge of the Commission's advertising exhibits, has arranged for a large showing, consisting of exhibits from the community and financial groups and also a part of the exhibit made at the recent convention of the Direct Mail Advertising Association at Pittsburgh. Detroit business men and high school and college students will be given a special invitation to inspect these exhibits.

Robert McKnight, publicity manager of the Central Manufacturing District, Chicago, has been elected adjutant of the Advertising Men's Post of the American Legion, of that city.

Agency and Newspaper Executives Meet

The New York Council of the American Association of Advertising Agencies and the Six-Point League, newspaper publishers' representatives, met at a joint dinner meeting which was held at Healy's on December 10.

Collin Armstrong, of the New York Council, was chairman of the com-mittee which arranged the meeting. It was an informal gathering and there was an informal gathering and there were no serious discussions except for a few brief remarks on the Houston convention of the Associated Advertising Clubs of the World by Robert H. Cornell, executive secretary of the convention committee at Houston. Morris vention committee at Houston. Morris D. Jones, as toastmaster, called for speeches from a number of members of the Council and the League. These were limited to a half-minute each, sufficient time it was said, for advertising men to drive home their message with brevity. It also was announced that plans are being considered for another joint meeting in the spring to be held at a country club where members of the Council and the League will be given an opportunity to contest for honors in golfing and other athletic events.

Woolworth Reduces Good-Will Valuation

Directors of the F. W. Woolworth Company, New York, at their last regular monthly meeting, voted to reduce the good-will item of the company by \$10,000,000. In 1912, good-will was valued at \$50,000,000. The present action makes a total reduction of \$40,000,000. 000. It is expected that the remaining \$10,000,000 will be written off late next

Frank Bull Leaves Russell M. Seeds

Frank Bull has resigned as secretary of the Russell M. Seeds Company, In-dianapolis, advertising agency. He will join the Easywear Shoe Company, of the same city.

T. J. Villeneue Joins Detroit Agency

T. J. Villeneue has joined the copy staff of the Industrial Advertising Agency, of Detroit. For the last six years he has conducted an agency at Windsor, Ontario.

Shoe Account for McJunkin

The Edmonds Shoe Company, Milwaukee, has placed its advertising account with the McJunkin Advertising Company, Chicago.

Lithographers to Meet at Briarcliff

The National Association of Employing Lithographers will hold its annual convention at Briarcliff, N. Y., on May 19, 1925.

Rate Increases That Are Proposed by Post Office

Letter of Postmaster-General to Senators and Congressmen Outlines Plan for Making Up Present Postal Losses

POSTMASTER - GENERAL NEW has presented to the members of both houses of Congress the suggestions of the Post Office Department for meeting the additional cost of increasing the pay of post office employees, in the event that the Kelly-Edge bill for salary increases becomes

The proposed bill, says the letter, will add approximately \$68,-000,000 to the annual expenditures of the Department. The Postmaster-General believes this increased expenditure should be covered by increased rates for mail now carried at a loss. These losses, and the causes having to do with them, were described in PRINTERS' INK for December 11, in which the cost-finding report recently prepared by the Post Office Department was referred to at some length.

Postmaster-General New discusses in detail the losses disclosed by the report. The loss sustained on fourthclass mail, he says, approximates \$7,000,000. He proposes an increase in rates to bring the revenue up \$12,000,000, which would practically balance this margin when the cost of the proposed salary bill is added to the expense of the

Department.

The present loss on third-class mail, it is stated, is \$16,000,000. New rates are proposed to increase receipts on this class of mail matter by \$18,000,000. While firstclass mail now yields a profit of over \$80,000,000, postal cards are carried at a loss. Therefore, an increase is proposed on postal cards to provide a revenue of \$12,500,000

Second-class mail is handled at a loss of \$74,712,000 and increases are recommended of \$10,876,000, one million dollars of which are to be derived from newspapers mailed by individuals and not by

the publishers.

Losses on registered letters and money orders are \$4,000,000 and \$3,500,000 respectively, for which only slight increases are recommended. An increase of \$3,058,000 is estimated for insured mail and \$1,103,000 for collect-on-delivery services. Total increases provided are estimated to yield \$66,390,-750.87, which, in Postmaster-General New's opinion, will cover approximately the \$68,000,000 estimated as the cost of the salary increase bill.

The suggestions presented in the form of a bill, enclosed with the Postmaster-General's letter, are as

follows:

PROPOSED CHANGES IN POSTAGE RATES AND FEES

First-class matter; postal and bost cards: These rates are increased to 1½ cents each, being an increase of ½ cent.

Second-class matter: No change in rate on reading portion of newspapers. No change in rate on reading portion of periodicals classified as scientific, agricultural, religious, fraternal, etc., when published and mailed by organiza-tions not conducted for profit of any private stockholder or individual. The present rate on reading portion of newspapers is 11/2 cents per pound; this is not changed. The present rate on the reading portion of scientific, agricultural, etc., publications not conducted for profit is 11/4 cents per pound; this is not changed.

The rate on the reading portion of all other publications is increased from 1½ to 2 cents per

The present rates on the advertising portions of publications now subject to zone rates are increased 2 cents per pound in the first, second and third zones and 1 cent per pound in the fourth, fifth and sixth zones, over present rates. No increase is proposed in the seventh and eighth zones. It is also proposed that the increased rates on the advertising portions of publications now subject to the zone rates will apply alike to advertising portions of all publications, except publications where the advertising matter is 5 per cent or less of the total printed

Under the Department's recommendation any publisher or registered news agent may elect to mail a portion or all of the issues of any publications entered as second-class matter under the rates recommended for fourth-class or parcel-post matter, such rates to be applicable to each piece for each addressee. This will enable publishers and registered news agents to ship large bundles of second-class matter to a single addressee at the parcel-post rates.

The rates on transient secondclass matter are changed from 1 cent for four ounces to 1½ cents for each two ounces, up to and not exceeding eight ounces and parcel-post rates to apply to weights above eight ounces.

Third-class matter: Third-class matter is changed so as to limit the weight to eight ounces. All matter now in third class weighing more than eight ounces will go at parcel-post rates. Third-class rates of postage on matter not exceeding eight ounces are increased from 1 cent for each two ounces to 1½ cents for each two ounces, with the exception of books, catalogues, seeds, bulbs, scions, etc., which will go at present rates of 1 cent for each two ounces.

Fourth-class matter: The recommendation provides that fourth-class matter shall be limited to weights in excess of eight ounces. embracing all matter now in the third class weighing in excess of eight ounces. The proposed schedule of increases in the zone rates averages approximately 2 cents per package for all zones with increases averaging more than 2 cents per package in the nearby zones, with a lesser increase in the sixth zone, and no increases in the seventh and eighth zones, with a

proviso that rates on books, catalogues, etc., weighing in excess of eight ounces shall be 1 cent per piece less than the rates applicable to merchandise.

Insurance and C. O. D.: The minimum fee on insurance is increased from 3 to 5 cents with lesser adjustments in the higher fees. In lieu of the present fees of 10 and 25 cents for C. O. D. services, the proposed legislation provides for fees of 12, 15 and 25 cents.

Money orders: In lieu of the present fees on money orders ranging from 3 to 30 cents, a schedule of fees has been devised ranging from 5 to 22 cents.

Registered mail: The present

Registered mail: The present fee of 10 cents on registered mail is increased to 15 cents, with a proviso that when the sender shall request a return receipt, a fee of 3 cents shall be paid therefor.

3 cents shall be paid therefor. Special delivery: The present fee of 10 cents for the special delivery of mail matter applies to all mail matter regardless of weight. The Department's recomendation proposes a fee of 15 cents for the special delivery of mail matter weighing in excess of 2 pounds, but not in excess of 10 pounds, and 20 cents for the special delivery of packages weighing in excess of ten pounds.

Death of Former Governor Glynn

Martin H. Glynn, former Governor of New York, and publisher of the Albany Times-Union, died in that city on December 14.

cember 14.

Mr. Glynn, who was fifty-three years old, formerly had been owner of the Times-Union, which he sold last April to William Randolph Hearst. Under the change in ownership Mr. Glynn continued as editor and publisher. He had been associated with this publication since 1894, when he joined its staff as a reporter.

He was elected Lieutenant-Governor in 1912, later becoming Governor to fill out the unexpired term of Governor Sulzer.

Bradford Dyeing Account for Joseph Richards

The Bradford Dyeing Association (U. S. A.), New York, has appointed the Joseph Richards Company, Inc., New York, advertising agency, to direct its advertising.

Miners and Operators Join to Advertise Coal

IN PRINTERS' INK of last week there was an article relating to an advertising campaign which union miners are conducting to keep their industry active by promoting the sale of Iowa coal to Iowans. Reference was made to a separate campaign which is being conducted by the Appanoose County Coal Operators' Association. This campaign is being financed by the operators and miners on a fifty-fifty basis.

A slackening demand for coal from this county has gradually forced the operators to seek some means whereby their properties could be kept in operation. The miners also realized that their source of revenue was being reduced and both interests agreed that advertising offered a solution

to their problem.

Each miner has pledged a monthly contribution of a dollar for a period of seven months toward the financing of the campaign. The check-off system is used in the collection of these contributions. Twenty-three companies representing about eighty mining properties are participating in matching this accumulative fund of the miners. As a result approximately \$50,000 has been raised.

The special grade of coal produced in the county is advertised under the name Apco Block Coal, a registered trade-mark, trade-mark was adopted, the association states, as a means of identification, a mark of distinction, a symbol of quality and a guarantee that the purchaser gets coal of a uniform high standard of productivity. The coal is different from some other Iowa mine products in that there are but two grades-block and range. It is produced by hand-mining and electrical machinery which eliminates much of the refuse incidental to blasting.

In bidding for consumer goodwill it is believed that the unusual participation of operator and miner in backing up their product will give consumers a definite assurance that the product will be good and will come up to the advertised standards. This is important in the case of Iowa coal which dealers have been prone to frown upon in favor of Eastern fuel, advancing the claim that the native coal is dirty, contains slate, rock and other foreign substances.

The advertising campaign at the present time is appearing in daily newspapers in the larger cities accessible by direct railroad facilities from the mines. This assures the dealer of prompt and early delivery of cars and relieves him of the necessity of carrying several carloads in anticipation of a heavy periodical demand. The plan calls for the use of copy three times a week in a list of approximately twenty-five news-

papers

Three special salesmen are employed by the association to call upon the dealers in each market in which the advertising appears. These men acquaint the dealer with the proposition. They are followed up by the individual operator's own salesmen. Dealers have not been any too friendly and the association realizes that a complete merchandising effort must support the advertising. It is the purpose of these salesmen to cultivate the dealer and induce him to carry a supply of coal to meet the demand created by the advertising.

When a dealer gives a salesman an order and a mailing list of his customers the secretary of the association follows this up with a series of direct-mail literature. This includes folder and post-card reproductions of newspaper advertisements and a letter informing the customer that his dealer has stocked Apoc coal.

Illinois Advertising Clubs to Meet

The Abe Lincoln Advertising Club, of Springfield, Ill., has appointed an executive committee to make arrangements for the annual convention in Springfield of the recently organized association of Illinois advertising clubs. This meeting will be held some time in April.

Booklets

There is something about the right kind of a booklet that makes it mighty effective advertising. But that certain quality that makes it the "right kind" is an elusive thing. The best way to insure your getting it is to have your work done in a plant that produces a lot of this class of work.

Make a note now. "See Francis on the next booklet."

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

France Honors

Clipping from New York World, November 21, 1924

FRANCE HONORS MRS. MELONEY.

In recognition of her ploneer work in the United in behalf of better homes in the seiven in the French in the seiven in the sei

MRS. MELONEY

is Editor of

THE DELINEATOR

Founder of

BETTER HOMES IN AMERICA

2

THE BUTTERICK PUBLISHING COMPANY

CHICAGO

NEW YORK

SAN FRANCISCO

Mrs. Meloney



MRS. WILLIAM BROWN MELONEY, decorated, Medaille de Charleroi, for service in behalf of Belgian Children; Order de la Reine Elisabeth for distinguished service to Belgium; Chevalier of the Legion of Honor (France); Fellow of the Academy of Political Science; Organizer of the Marie Curie Radium Committee, and of the Better Homes in America Movement; Director of the American Child Health Association.



Speaking of Bonuses—

It is certainly pleasant to receive a bonus from the chief as a Christmas gift. And it is even more gratifying to the chief to be able to give one, for it means that the year has been a prosperous one.

TRUE ROMANCES distributes bonuses to its advertisers, not once a year, but every month in the year, for its actual circulation always greatly exceeds its guarantee.

The present rate of \$2.50 a line is based on a guaranteed circulation of 500,000. But the print order for the February issue is much in excess of the guarantee, and at the present rate of growth we may well look forward to 1,000,000 by next Christmas.

SOME BONUS!

Final forms for the March issue close January 7th

True TRomances

A. H. YOUNG, Advertising Director Macfadden Building, 1926 Broadway, New York

Colgate's Dealer Policy Upheld

Judge Instructs Jury to Bring in Verdict in Favor of Defendant in Case Brought by Federal Government

THE important suit against Colgate & Company, in which the complaint alleged that the company had entered into a combination with jobbers and wholesalers to fix the resale price of soaps, perfumes and the rest of the Colgate line, was settled on December 10. Hon. Wm. N. Runyon, Federal District Judge, instructed the jury to bring in a verdict of not guilty. The indictment under which

Colgate & Company was brought to trial was returned by a Federal Grand Jury in Trenton in 1920. There were fifty-one counts in the indictment which specifically accused the company of having a written agreement with wholesale dealers in their product to fix re-

tail prices.

This case is interesting to every manufacturer who sells his goods to the consumer at an advertised price. Because of the wide interest and broad application of this case, PRINTERS' INK has secured a copy of Judge Runyon's instructions and publishes them herewith:

UNITED STATES DISTRICT COURT, DISTRICT OF NEW JERSEY.

UNITED STATES
OF AMERICA
VS.
COLGATE & Co.,
Defendant.

Before:
Hon. Wm.
N. RUNYON,
J., and a
jury.

NEWARK, N. J., Wed., Dec. 10, 1924.

SIXTH DAY

APPEARANCES:
WALTER K. VAN RIPER, ESQ.,
Assistant U. S. Attorney;
DAVID A. L'ESPERANCE, ESQ.,
Special Assistant to the Attorney General;
DAVID H. WEILLER, ESQ.,

torney General;
RUSH H. WILLIAMSON, Esq.,
and

RYLAND W. JOYCE, ESQ., Special Assistants to U. S. Attorney, Southern District of New York; For the Government. Messrs. Wall, Haight, Carey & Hartpence, by Albert C. Wall, Esq.; and Mason Trowbridge, Esq. (of New York).

For the defendant.

THE COURT: (Orally, at close of argument): As I have listened to the testimony in this matter, and as I have tried to appreciate it and to assimilate it in its introduction, I have come to the conclusion, especially in view of the argument this morning, that so far as Mr. McDavit was concerned, he acted within the scope of his authority, and I believe that all things considered, he had the right to do what he did. I think he had the right by the permission and by the authority of his corporation to undertake the doing of that which he did.

The question then resolves itself, because he was the author of practically all the letters—he and his assistant, Mr. Atwater—of all the letters which have been introduced by the Government—the question then arises as to what that set of circular letters and the other correspondence constituted, as to whether it may be taken as constituting a violation of the Sherman Anti-Trust Act.

There isn't any feature in this case of any combination by Colgate & Company with any other manufacturers in their line. That is altogether lacking, and so the entire question has to do with the trade which Colgate & Company had and carried on with its customers.

I have followed as closely as I can all the matters which have been introduced in detail, all the letters, circular and otherwise, and that which I have gained as my thought in the matter is that in the sending out of their circular letters, they were announcing a policy, rigorous in nature, a policy which notified those who might want to deal with them that they had certain rules that were theirs,

which the potential dealers with them could take or refuse to take,

as they pleased. So far as the sending out of those circular letters is concerned, that was a matter which announced a policy. It was not a combination; it was not an agreement; it was not a conspiracy with anybody else. So far as the sending out of those letters was concerned, it was simply the an-nouncement of that which they held to as a set of rules.

After the purchases took place, there were instances where dealers were cut off, and where dealers were reinstated, and apparently, from the testimony, the very frank testimony of Mr. Sidney Colgate and Mr. Russell Colgate, there was a desire and a determination upon their part that their goods, so far as was possible, should be maintained at a certain price. Their equally frank testimony was that their intention was to avoid agreements or combinations or conspiracies of all sorts.

A CZAR-LIKE ATTITUDE?

As I gathered the weight of the testimony-I do not mean in the sense of the balance or pre-ponderance in any sense, but as I gathered the meaning and the purport and the intent of it all, it seems to me, and I am impressed with the fact that Colgate & Company in the conduct of their business assumed to enunciate a somewhat czar-like attitude with reference to the goods which they produced, and that that is as far as they went. If there were those who violated, after they had gotten the goods in their possession, the ambition or the intent which Colgate had in mind, there wasn't any supplication on the part of Colgate that they change their course; there was simply the cutting off of the furnishing of further supplies.

I take it that there is no doubt but that Colgate & Company can refuse, wheresoever they will, to sell to this man or that man. They can sell to whomsoever they please, or they can refuse to sell to whomsoever they please. They may withdraw their products from the

market altogether, but they may not sell or refuse to sell to their dealers in any such way as shall involve an agreement with the dealers, a combination or a con-

spiracy with them.
As I have interpreted the policy of Colgate carried into effect, it does not constitute agreements; it does not constitute combinations, or a conspiracy; it simply is the action on their part that if, as they express it, demoralization is involved, they cut off a customer. I believe they have the right under the law to cut off a customer. I do not feel that the interpretation of the correspondence which has been introduced in evidence spells agreements. If after the cutting off of their customer, there were solicitation on their part asking for reformation, nothing else but an agreement could be interpreted. but I do not take it that the writing of a customer who for his own purposes wants to get this standard set of goods-the writing of the customer asking to be reinstated and saying that which he will do, when Colgate & Company have not solicited it, in any sense constitutes that which can be called an agreement in restraint of trade.

If Colgate & Company in this case were involved in any restrictive measures which had to do with other and like dealers, a very different face would be presented. do not see, however, that maintaining their policy, and the refusal to sell those whom they consider undesirable customers, constitutes such agreement as is contemplated in the law.

So far as the practical results are concerned, I take it, even if the law itself does not specifically set forth the condition, that the matter of undue restraint under the interpretation of the cases does enter as a factor. I do not think, even looking at the thing in the most unfavorable aspect, that there has been any showing of any undue restraint. I do not think there has been the showing of any undue maintenance of prices which are unreasonable.

In other words, it strikes me that the Government has produced

Announcing

The Morning Tribune

NEW ORLEANS

New Morning Paper

Issued by the publishers of the New Orleans Item and offered to national advertisers jointly with

THE NEW ORLEANS ITEM

without increase in current rates—for the present.

The Morning Tribune and the New Orleans Item jointly on weekdays fifteen cents a line.

The Item Tribune on Sundays eighteen cents a line.

All day coverage in New Orleans at one cost.

James M. Thomson, Publisher

A. G. Newmyer, Associate Publisher

THE JOHN BUDD COMPANY

National Advertising Representatives

9 East 37th Street Union Trust Bldg. Chemical Bldg. New York

Chicago

St. Louis

Healey Bldg. Atlanta

Chancery Bldg. San Francisco

Title Insurance Bldg. Los Angeles

Securities Bldg. Seattle

a great volume of correspondence which has shown unmistakably the attitude of the defendant corporation, has shown it to have been insistent upon the promulgation of its policy, but has left it to the dealers to coincide therewith or to differ therefrom; and that having been their attitude it does not seem to me that they have been proved as having entered into agreements or combinations or a conspiracy. It seems to me that the fact that in all instances they have left it to the customer to do as he pleases-if he desires to accept goods under their policy, well and good; if he did not desire to accept goods under that policy he need not do so-altogether I cannot help but be impressed with the fact that the Government has not proved the existence of an agreement or a combination or a conspiracy. That being my con-templation and consideration of the matter on that point, I do not take it that the other points which may be involved are especially pertinent or have to be taken up for final consideration.

I shall have to grant the motion as it is made for the direction of

a verdict.

MR. L'ESPERANCE: If your Honor please, I take it, of course, that you have considered that the Government never excepts to the Court's ruling.

THE COURT: Yes.

MR. L'ESPERANCE: I take it that your Honor has considered the correspondence as set forth where requests for maintenance of

prices were made?

THE COURT: I have tried to follow just as carefully as I could, as to the possibility of its involving that which could reasonably be interpreted as an agreement or combination. It seems to me that they laid down their policy very rigorously and left it to the others to accept it or reject it in its entirety. That is the reason I am finding as I do.

You may recall the jury. (The jury returned to the court-

THE COURT: Gentlemen of the jury: During your absence there has been argued out the motion

asking for the direction of a verdict in favor of the defendant, and taking the matter under such advisement as was possible within the space of time allowed, it has appealed to me that all the evidence which has been adduced in behalf of the Government has simply established a so-called policy of the Colgate Corporation, a policy under which they made their selection of their jobbers, and in the maintenance of which the jobbers and other dealers had their election, to accept it or to reject it. I have been unable to interpret, as I have understood the evidence given, to interpret an agreement; any entering into an agreement as such with their jobbers. or a combination, or a conspiracy. I have felt that it was a rigorous attitude that had been adopted by the Colgates; and that if anyone did not abide by that policy he was shut off, and the Colgates, I take it, have the entire right to trade with whom they please. after, as I understand the evidence there was no solicitation for a resumption of trade relations; if the dealers wanted to come in, they could come in, or they could stay out. I, therefore, taking all those matters into consideration, have determined to grant the motion of the defendant asking for the direction of a verdict in favor of the defendant upon all the evidence as has been adduced. I am not going into the weight of the evidence, but I am taking my stand upon the proposition as to the kind of evidence; more of a legal proposition than as matters of fact, and it is upon those matters as they appeal to me, according to my understanding, that I am granting the mo-tion asking for the direction of a verdict on your part in this case. Therefore, the formality of the

matter-the responsibility is mine, of course, upon my finding-the formality is the asking by the clerk of yourselves, gentlemen, if you have agreed upon a verdict, and your answer that you have as per instructions.

(The jury thereupon returned a verdict in favor of the defendant,

as directed.)

Wasting Effort on Useless Facts

Instead of filling volumes with a mass of data which is confusing and hard to make practical use of, wouldn't it be better to get at a few leading facts that will have a direct bearing on the important questions being considered? Suppose you were thinking of marketing a new product — — — ?

What is the rate of growth in the general market for this class of goods?

What is the new product's principal use?

How have other makers advertised it?

What is the strongest advertising appeal for you to make?

How can the new product be exploited to best make use of the firm's prestige without detracting from the sales of the old products?

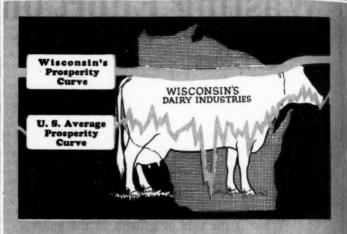
What are the best sources for such informa-

Who will know how to get the exact information which we want?

A short talk with one of our executives might be useful—as a starter.

M. Gould Company

Advertising Agency



The Cow as a "Beast of Burden"

The value of Wisconsin Butter emounts to \$60,935,0. '5 in one year



Wisconsin produces 340,251,639 lbs. of Mills valued at \$121,640,664



63 percent of America's Cheese is made in Wis-



Business Is Good

THE Wisconsin cow is an unfailing source of almost a quarter of a billion dollars of certain cash revenue, which gives to the Wisconsin sales market a stability that no other industrial factor could. Business depressions, political campaigns, crop failures, financial upheavals, they are all one to Wisconsin's wealth-producing cow.

And back of the Wisconsin cow stands a diversity of manufacturing industries unparalleled in any other state—forty-six major divisions of manufacturing activity, represented by 10,393 plants with a \$377,978,303 annual pay-roll. This great diversity spreads out the burden of employment, adjusting the balance during times of stress and stabilizes buying power.

The Wisconsin Daily Newspapers probe the pocket-books of 715,000 prosperous Wisconsin families every day. They cover one of the most thrifty and prosperous markets in the country. For market data address Secretary, 421 Sycamore Street, Milwaukee, Wis.

Wisconsin Daily Newspapers

Business Is Good-

The January 1925 issue of the Household Journal just closed with a total of 13,638 lines—an increase of 20% over the January 1924 issue.

The Reason-

700,000

PAID IN ADVANCE

The Household Journal is a thirty-yearold publication circulating principally in
the villages and rural
districts of Illinois,
Indiana, Ohio, Michigan, Wisconsin,
Minnesota, Iowa,
Missouri, Kansas and
Nebraska and having
the Lowest Rate in
proportion to circulation of any paper
in its class!

All Mail Subscribers at the low rate of

 $^{\$}2.^{60}$ an agate line $^{\$}1450.^{00}$ a page

(680 Lines)

Forms close promptly 5th of preceding month

HOUSEHOLD JOURNAL

IRA E. SEYMOUR, Adv. Mgr.

Batavia, Illinois

Chicago Office
Rhodes & Leisenring, Managers
2003 Harris Trust Bldg.
Central 0937

New York Office
A. H. Greener, Manager
116 W. 39th St.
Room 634

Fix a Price That Makes Buying Easy

IRWIN HUEBNER, M.D.
ALLENTOWN, PA., Dec. 8, 1924.
Editor of PRINTERS INK:
I have a silver preparation which I intend marketing direct to the physician. intend marketing direct to the physician. The emulsion was originated by the University of Pennsylvania and is successfully used in the hospital there, for diseases of the mucous membrane.

I am undecided whether to offer the medicine in a four-ounce bottle at \$1.00 or a six-ounce bottle at \$1.50.

Will you please decide this point for

IRWIN HUEBNER.

SINCE Dr. Huebner intends to market his preparation direct without the use of salesmen he will have two mediums at his disposal; advertising in journals going to the physician and direct mail. This being the case the factor of price becomes important.

Various tests by mail-order men have proved pretty conclusively that price influences sales, even in a quality market. One advertiser recently tested out a book-selling plan. The book was first offered direct at \$1.50. Results were not entirely satisfactory, so, because it would not be possible to market the book for \$1 and get a profit, the advertiser jumped the price to \$2. The sales picked up immediately and today the book is being sold successfully at the higher price.

The reason is simple. It is much easier to attach two \$1 bills to a letter than it is to go to the trouble of getting a money-order for \$1.50. In fact it is even easier than making out a check, and in selling direct the big point is to make it as easy as possible for the prospect to buy. Prospects like to buy in units and a \$1 or \$2 price offers them easy units.

Of course, Dr. Huebner's preparation is going to physicians, a quality market, but experience has shown that he will stand a better chance of getting sales by marketing it in the four-ounce bottle at \$1 than a six-ounce bottle at \$1.50. The lower price will make it easy for the busy physician to order.

There is another factor that

should not be overlooked, although it is minor. The average buyer, be he physician or letter-carrier, from reasons of pure economy will be more likely to risk \$1 on a trial proposition than to spend \$1.50, even if he is to get a larger quantity for his money.—
[Ed. Printers' Ink.

To Give Course in Retail Furniture Merchandising

The National Retail Furniture Association is sponsoring a ten-day course in retail merchandising methods for sales retail merchandising methods for sales managers and other executives of retail furniture stores. The course will be given at Detroit from January 20 to 30 under the direction of the Grand Rapids Furniture Record, with R. R. Rau, editor, as executive director. Membership in the class will be limited to 300. There will be morning, afternoon and evening sessions each day, which will be addressed by speakers who are authorities on the subjects assigned to them. Among those who will address authorities on the subjects assigned to them. Among those who will address these sessions are Lou E. Holland, president, Associated Advertising Clubs of the World; Jesse H. Neal, executive secretary, Associated Business Papers, Inc.; and C. Z. Simmons, president, The Simmons Company.

Their Position Is "Unique"

HOLLAND SHOE CO.

HOLLAND, MICH., Dec. 8. 1924.

Editor of Printers' Inn:

In reply to your letter of the 3rd inst., would say that we never do any advertising of any sort. Our position in this is really so unique in the shoe business that we advertise the fact that we do not advertise but try to give the trade splendid value at low prices.

HOLLAND SHOE COMPANY,

T. F. WHELAN,

Sec'y and Supt.

Kimley Company Advertising Storage "B" Battery

The Kimley Electric Company, Inc., Buffalo, N. Y., radio and electrical equip-Bullalo, N. Y., radio and electrical equipment is conducting an advertising campaign on a new product, the Kic-O storage "B" battery. On account of the cost of factory expansion, the advertising is limited at the present time, PRINTERS' INK is informed by L. W. Kimley, secretary-treasurer of the com-

Ogden, Utah, "Standard-Examiner" Appointment

Frank R. Margeson has been appointed advertising manager of the Ogden, Utah, Standard-Examiner. He succeeds W. E. Zuppann who has resigned to engage in business on the Pacific Coast. Mr. Zuppann had been with the Standard-Examiner for many

A Source of "Extractable" Ideas

RICKARD AND COMPANY
NEW YORK, Dec. 13, 1924.
Editor of PRINTERS' INK:

This is just a good word from a regular buyer of Romer Publishing

Company products. The last issue

The last issue of PRINTERS' INK MONTHLY is a dandy. You have surely ended up the volume with a winner. We find just exactly what we are all striving for, but seldom reach: Brass tacks. In this issue you have surely achieved about as high a percentage of good, extractable ideas as could be included.

RICKARD AND COMPANY THEODORE MALCOLM.

Bedding Manufacturers Plan Larger Campaign

The Better Bedding Alliance of America will hold its tenth annual convention on January 13, 14 and 15 at the Auditorium Hotel, Chicago. Program details are incomplete, but the alliance has definitely decided to give major con-sideration to a plan for a bigger cam-paign than that carried on this year for the prosecution of those bedding manu the prosecution of those bedding manufacturers who misrepresent and mislabel their merchandise. This work has been carried on heretofore by the staff of the Alliance with the aid of the National Vigilance Committee of the Associated Advertising Clubs of the World.

Becomes the Harnischfeger Corporation

The Pawling & Harnischfeger Com-iny, Milwaukee, manufacturer of electric traveling cranes, excavating ma-chinery and contractors' equipment, has changed its name to the Harnischfeger Corporation.

Others of the corporation are: Henry Harnischfeger, president and treasurer; Arthur G. Henricks, vice-president and general manager; Walter Harnischfeger, vice-president, and Rene von Schleintiz, secretary. of

C. F. McCahill with Rochester

"Journal" and "American"
Charles F. McCahill has been appointed publisher of the Rochester, N. Y., Journal and American.
He was formerly in the advertising agency business at New York, and more recently was associated with Verree & Conklin, Inc., publishers' representative, also at New York.

William Howard Dobbins Dies

William Howard Dobbins, assistant manager of the advertising department of the Alexander Hamilton Institute, New York, died in that city on December 11. He was thirty-one years of age and had been with the Alexander Hamilton Institute for eight years. Funeral services were held at Kenton, Ohio.

Becomes the Long-Bell Lumber Corporation

The Long-Bell Lumber Corporation has been organized to succeed The Long-Bell Lumber Company, Kansas City, According to a summarized history of the company by R. A. Long, chairman of the board of directors, the business was started in 1875 as a small retail lumber yard at Columbus, Kans. The company's property distributed over twelve States now includes twelve tweive States now includes twelve lumber manufacturing plants; eight saah, door, box, veneer, and other wood products plants; 122 retail lumber yards; 371.5 miles of railroad, together with equipment; more than eleven billion feet, log scale, of standing timber, and 1,092,000 acres of land.

In the development of standing timber purchases in Washington and Oregon the company founded the city of Long-

view, Wash.

In no year has the company's sales fallen below 85 per cent of productive capacity.

Net profit after deducting income taxes and all charges including depletion and depreciation, is reported as \$2,478,-793 for the first six months of 1924: \$5,658,940 for 1923, and \$4,334,267 for

R. H. Flaherty Heads Chicago Representatives

Representatives
Robert H. Flaherty, of the New York
Herald Tribune, was elected president
of the Newspaper Representatives Association of Chicago, at its annual meeting on December 8. Other officers are
W. H. Stockwell vice-president; Berry
Stevens, Howland & Howland, secretary, and H. E. Scheerer, treasurer.
The following were elected directors:
Harry W. King, of Prudden, King &
Prudden; F. E. Crawford, and H. H.
Delano, of The Christian Science Monitor.

New Accounts with Sherman & Lebair

Thorsen, Gray & Smith, men's clothing, and the Dermay Company, both of New York, have appointed Sherman &

New York, have appointed Sherman & Lebair, Inc., advertising agency of that city, to direct their advertising accounts. This agency also has been appointed to direct the accounts of the following: Landau & Steinberg, Sampeck Clothes, Inc., Gallagher-Weeks, Inc., and Wm. Wessell & Company, all of New York.

E. C. Morse Leaves Wills Sainte Claire

E. C. Morse has resigned as sales manager in charge of advertising of C. H. Wills & Company, Marysville, Mich., Wills Sainte Claire automobiles.

Heads Rockford, Ill., Advertising Club

J. Servus Johnson has become presi dent of the Rockford, Ill., Advertising Club. La Vern T. Ryder was re-elected secretary-treasurer.

QEvery man of us here at Bundscho's is in this profession because he would rather be a Gutenberg than a Napoleon.



J. M. BUNDSCHO, Inc.

Advertising Typographers

58 E. WASHINGTON • 10 E. PEARSON CHICAGO

HERE TYPE CAN SERVE YOU



An Unusual Method of Writing Mail Order Copy

-and a Few Examples of Its Success

THE publisher of a mail-order instruction course had been advertising for several years with considerable success. But his selling costs had risen to such an extent, that he finally concluded he had exhausted his market.

Our first step, when the account came to us, was to make a careful study of his whole proposition. We then prepared one advertisement. It was based on an appeal entirely different from anything he had used. We tested it out.

And to the client's complete amazement the cost per inquiry was 60% less than that of his best previous advertisements in the same magazines. Using this appeal he has since sold—direct from advertisements—over \$750,000 worth of merchandise. And he once had thought his proposition "dead!"

Another publisher, with a very expensive course, could get inquiries at a satisfactory cost, but his follow-up was closing only a little more than six per cent of his inquiries. We revised his complete follow-up, with the result that his closures were brought up to seventeen per cent. Sales actually trebled—with no additional selling cost!

Another client, with a mailorder product selling for \$10 could make a very satisfactory profit closing 10 per cent of his inquiries. Yet we prepared a follow-up which is closing 26 per cent of his inquiries. In addition we suggested other merchandise, on which he could circularize his lists of names—and this circularizing alone is netting him an extra profit of \$30,000 annually.

A publisher, new in the mailorder field, had been advised by several agencies that his product would not sell by mail. He had made a number of tests which seemed to bear this out. Yet after several months' experimenting, we found an appeal which is enabling this client to spend profitably \$75,000 in advertising each year.

A manufacturer of an abdominal girdle for men brought his account to our office. At the time he was spending only \$500 a month in advertising. We first suggested an improvement in his product, which warranted his increasing its price to three times what it was. We then revised his follow-up and prepared some new advertisements using a slightly different appeal. And at the end of his first year with us he had profitably spent over \$100,000 in advertising.

These are not unusual cases, but

are merely typical of what can be accomplished by new methods in mail-order copy—methods which we developed after a vast experience, gained from checking the keyed returns of millions of dollars worth of advertising, and from watching the pulling power of nearly every known appeal.

Due to this agency's success in producing consistently profitable selling ideas and copy, it is placing a larger volume of high-grade mail-order advertising than any in America. And our growth is due, not so much to our ability to get new accounts, as to our ability to increase the size of those accounts we already have.

Since the inception of this agency 14 years ago, we have been continually testing out for our clients new ways of selling by mail—new twists to selling plans—new ways of getting inquiries—special sales and other plans—as well as writing the kind of copy that gets the most sales out of such plans. And it is remarkable how many clients have doubled and tripled their sales and profits as a result of these tests.

In the folder shown on the opposite page we have reproduced 50 highly profitable advertisements of 50 widely different mail-order accounts. To the mail-order advertiser who feels that his advertising should be producing bigger profits, it should prove decidedly interesting. We will gladly send you this folder if you will merely drop us a line. No obligation on your part. Address either office. And please mention Printers'

Ruthrauff & Ryan, inc. Advertising New York: 404 Fourth Avenue at 28th St. Chicago: 225 North Michigan Ave.

There's a lesson in every line of it—



"The world's greatest-"

M exceptional line, rightly made and wisely sold — Cannon Towels have marched irresistibly on to world leadership.

Such a conspicuous selling su cess was based on values, on the right merchandising of valuesand, certainly, was hastened by good advertising.

Advertising Headquarters appealed first to the merchant, pur-chasing agent for the American standard high quality and in selling more of them per customer.

The four years, during which Cannon towels have thus been advertised through The Economist Group, have been years of substantial progress—both in sales made and in store-appreciation insured. Results prove the selling power of the merchant's favor and the un-matched influence of the Economist Group to win and hold that favor.

But leadership has not meant lethargy. Today, national advertis-ing is showing American womankind the necessity for owning plenty of towels, the logic of having a variety of towels and the luxury and woman, and showed the tremendous economy of purchasing Cannon possibilities in selling towels of Towels. All of which is good selling, of direct benefit to merchants who carry Cannon towels.

N. W. AYER & SON

ADVERTISING HEADOUARTERS. PHILADELPHIA



The ECONOMIST GROUP

239 West 19th Street, New York

DRY GOODS ECONOMIST (National, Weekly) BRCHANT-ECONOMIST (Zoned, Fortnightly)

What Simmons Discovered about "Turnover"

Some Astounding Figures and Some Sane Conclusions Are Ferreted Out by the Makers of Simmons Beds and Bedding

By R. W. Blair

Advertising Manager, The Simmons Company

R ECENTLY we completed a survey of dealer turnover on Simmons goods in furniture and department stores. The findings of this survey are so extraordinary, when compared with the turnover rates prevailing in other

staple lines, that they invite serious speculation as to the future of retail merchandising and the distribution met hods of manufacturers selling through dealers.

Retail furniture and department stores have grown tremen-dously, both in size and variety of lines carried. Yet it has remained for a newer type of organization the chain store -to show the average retailer that many departments in his establishment hold great undeveloped possibilities for

quick turnovers and greater profits. The chain merchandisers have shown what can be done, for instance, with the notion and household sundries counters. They have demonstrated the advantages of complete displays, small reserve stocks and frequent new supplies from a convenient central source.

Before referring to our own investigation I should like to mention another recent survey covering the 1923 operations of 163 large department stores. This shows how directly their earnings depend on the number of times that stock is turned profitably each year. In the first group of 119 stores with net sales of

Is turnover ready for interment? Is it really T.N.T. in the hands of all except the most enlightened? Has its efficacy been overpainted? Has it forced as many merchants into bankruptcy as it has lifted into success?

These are startling questions. But many executives are seeking answers to them, as indicated in the dozen and more articles concerning turnover published during the last year in PRINTERS' INK MONTHLY.

There is no doubt that turnover, as a merchandising principle, has reached a crossroad. This article, together with the article on page 121 entitled "Let's Soft-Pedal 'Turnover.'" will aid executives in deciding whether or not they are on the right road.

\$1,000,000 and over, annual turnovers were and profits 3.22% on sales. In the second group of twenty-five stores, doing an annual business of \$4,000,000 to \$10,000,000 stock turns had been raised to 4.1 and netted 4.1% in profits. But in the third group of stores selling over \$10,-000,000 worth of merchandise a year, where turnover was boosted to 4.5. the net profits amounted to 5.6%. Thus by adding only one stock turnover per year to the

3.5 turns made by the first group, the average net profits for this third group were increased 74%. Of course this would not hold true if the additional turns were secured uneconomically.

That sensible turnover is the key to better merchandising and multiplied profits needs no argument. The retail business that speeds up its stock turn with sane methods sells more goods for

every foot of floor space, cuts overhead and selling costs—makes more money on every sale and on every dollar of working capital. Yet American furniture stores, according to trade authorities, average only 2.6 stock turns yearly.

We had known for some time that Simmons beds and bedding were doing far better than this average. Just how much better we could not say, but isolated cases coming to our attention were so remarkable that a short time ago we asked all our service stations to give us the names of representative Simmons dealers in their territories and figures on these two points:

(a) Wholesale value of average display of Simmons samples on each dealer's floor and reserve stock on hand during past twelve

months;

(b) Total wholesale sales of Simmons goods to dealer for the

same period.

With these reports before us, the turnover rate was determined by dividing the year's sales to the dealer by the average valuation of floor samples plus reserve stock of Simmons beds, day beds, mattresses, springs and bedroom furniture.

Returns on 254 furniture and department stores in ninety-six cities of varying sizes throughout the United States showed yearly turnovers ranging from 4.5 to 61.38. Twenty-nine of these 254 merchants made thirty stock turns or better! The entire 254 stores averaged 16.33 turns a year! We did not fully realize how rapidly our goods were turning until this country-wide survey revealed these amazing turnover records.

And in what striking contrast are these figures to the 2.6 turnovers averaged in American furniture stores or the 3.5 to 4.5 averaged by department stores!

Listen to these, for example: In Memphis, Tennessee, of four different stores investigated, three of them chalked up 39.88, 37, and 35.78 annual turns of Simmons stock — three turns a month or better!

Four stores in Kansas City re-

port 55.3, 25.49, 18.71 and 18.24 turnovers. In Denver, three stores out of four turn their Simmons beds and bedding more than once a month. In Jacksonville, Florida, the lowest figure of six stores surveyed is 21.56 turns. In Toledo, six stores average 24.84 turns.

Even in cities in sparsely settled Western districts like Flagstaff, Arizona, we learned that Simmons beds and bedding turn twice as fast as the average for retail furniture stocks. And next year—out through the West, we expect to see these figures doubled. A merchant in Washington,

A merchant in Washington, D. C., turned his Simmons stock 61.38 times. That is much better

than once a week!

Figures covering so wide a territory come close to establishing a common rule. There could not be so many picked exceptions. If we had compiled turnover statistics for one thousand stores, the figures would be no more convincing than these shown here.

When we analyzed these turnover figures, the first point of importance that came up can be expressed in the question: "What size stocks do these merchants

carry?"

In getting the answer, bear in mind that keeping down the size of the stock itself is only part of the reason for these high turnovers. The stock carried by these merchants averages in the neighborhood of \$500. Five hundred dollars (wholesale) worth of our equipment will make quite a showing when it is properly displayed on the dealer's floor. The customer is given an impression of ample choice, and the display bulks large in the matter of floor area.

But to show how important are the other factors entering into these record turnovers let me cite a few comparative cases:

In Philadelphia, Store A with an average stock of \$1,600 sold \$54,761 worth of merchandise—turnover 34.23. Store C with a larger stock, \$2,350 in fact, only sold \$35,107 — turnover 14.94. Store A's stock was either bet-

Will Soon Be Ready! DONNELLEY'S AUTOMOTIVE STATISTICAL BOOK

What It Contains:

- 1—State totals of Ford passenger cars, by counties.
- 2—State totals, other passenger cars, by counties.
- 3—State totals, all passenger cars, by counties.
- 4—State totals, by counties, Ford trucks, other trucks.
 5—State totals, by counties, all trucks and
- motorcycles.

 6—United States summary of passenger
- cars.
- 7-State count of makes of passenger cars.
- 8-Other information.

Your letter of inquiry will receive

Get Your Order in Early, as This Will Be a Limited Edition

The Reuben H. Donnelley Corporation NEVADA, IOWA

Specializing in Automobile Owner Lists and Automotive Statistics ter merchandised or Store C's stock was larger than necessary for the trade or was less ably displayed and was not so well adver-

But in Cincinnati, Store A with a \$500 stock, sold \$4,739—turnover 9.48. Yet Store D with \$150 more stock sold \$13,952—turnover 21.46. More turnover, more profits on only a slightly larger investment. Very evidently Store A did not push its beds and bedding aggressively enough.

In Chicago, it happens that there are two stores across the street from each other. Each carries the same amount of stock. One sold nearly twice as much as the other with a turnover of 23.05 as against 13.18. Obviously factors other than size of stock produced this wide difference in stock turn.

In St. Louis, Store E with a stock of \$850 sold \$46,000 worth of goods with a stock turn of 53.93, while two blocks away a store carrying \$650 more stock or \$1,500 sold \$62,714 worth. While the stock turn here was 41.68, or less than Store E's, the extra \$17,000 in sales represented a stock turn of 26 on the extra investment of only \$650, extra business decidedly worth going after even though stock turn was lowered slightly.

By contrast, in Houston, Texas, Store A with \$990 average stock sold \$9,435, with a turnover of 9.47 while Store B with only \$790 stock sold \$15,286 worth—turnover 19.35. Here, a larger stock for Store A did not pay out as well—location, salesmanship, advertising—some "human factor" was to blame.

These figures prove that each community, each store even, is a law unto itself as regards the exact amount to be invested in floor and reserve stocks. They demonstrate clearly, too, that the "personal element," the initiative of the merchant, plays a large part in determining the rate of the store's turnover. Some communities require a larger investment in stock than others. Local competition, stocks carried by other stores,

class of trade catered to—all have a definite bearing on sales and turnover. Yet even where stocks were apparently too large or aggressive salesmanship was lacking, Simmons' goods practically always sold above the average.

Turnover, as shown earlier in this article, is the fundamental factor governing costs and profits. What, then are the elements which have contributed to the extraordinarily high turnover figures quoted?

A close study of the methods of the merchants who achieved thirty turns and upward justifies these deductions: First, they carry larger than average floor displays, giving their customers a wide selection. Thus they establish themselves with purchasers as headquarters for Simmons beds and bedding, with units on hand to meet every taste and to fit every pocketbook.

SAKS IS A CASE IN POINT

An article some weeks ago in PRINTERS' INK cited the policy of Saks in New York and showed how by maintaining perhaps the widest and largest display of hand bags and traveling luggage in New York City they are able to lead other merchants in sales in this line. The same principle holds good with the chain stores, which, when they sell rat traps, for instance, pile their entire stock of traps on a long table, secure the passerby's attention, and heighten the impression that here is evidence of quantity buying which makes it possible to offer him a better trap at a lower price. From rat traps down the entire gamut of merchandise to beds the same psychology works.

Yet the investment of Simmons dealers in stock is not large, despite their floor displays. They do not need to tie up a great amount of capital in reserve stock. Instead they take advantage of the nearest of our sixty-four service stations to replenish by frequent orders their small reserve stocks as fast as sales are made.

In larger cities, where, as a rule, these Simmons stations are

located, a large percentage of business comes over the telephone. These service stations or warehouses, at present sixty-four in number, are so strategically located that every Simmons dealer in the United States—and there are many thousands of them, is within twenty-four hours of one. Think what this means in being able to turn stocks constantly and do a maximum business on a moderate investment.

Our policy in opening and operating these service stations is to follow the needs and desires of Over half of them, the trade. principally through the have been established in the last ten years. The size of a city does not matter. If the merchants in and around Green Bay, Wis., for instance, should come and assure us that their business would justify it, we would at once establish a station in Green Bay and service them there instead of from Milwaukee, which is five hours distant.

In many cases the merchant gives our man carte blanche in the matter of making out an order. "Look over my stock and send me the goods that will sell," he frequently says. With this expression of confidence you can see that the salesman is bound to exercise the greatest care in ordering. He must choose the units best suited to the store and locality and see that the merchant's display is kept wide yet thin. He shows the retailer how to order as frequently as he sells, daily if necessary. In this respect the Simmons dealer operates much like a unit in a store chain and profits in like manner.

The second factor in making possible these record turnovers is the method used in merchandising Simmons products. The most successful of our merchants keep their bedding departments well in the foreground. They give them adequate space on one of the main selling floors — up in front, near the entrance, or near the elevators. They arrange their displays tastefully. Usually they show the beds equipped with springs and mat-

tresses. Often attractive spreads and pillow covers are used. The "unit" sale of a bed complete with mattress, spring and pillow is pushed with good results.

In window displays and advertising, too, the bedding department receives the attention its importance deserves from a turnover and profit standpoint. These merchants have learned that beds and bedding are year-round merchandise, as necessary as sleep itself.

A third and important factor is this: Our most successful dealers make the most of the demand created by our national magazine and local newspaper advertising. By co-operating with us in their own newspaper advertising and store displays they direct to their stores the demand that Simmons is creating for better sleep equipment. We find that for every line of copy run by us in local newspapers, Simmons dealers run four lines. This is the sort of co-operation which counts and which helps make possible these turnovers.

A SUMMARY

These, then, are the three general factors which have resulted in average turnovers of 16.33 for Simmons goods as against 2.6 to 4.5 for general furniture and dry goods. Checking them off they are, briefly:

(a) Varied floor stock with small reserve and frequent reorders:

(b) Aggressive merchandising and selling:

(c) Strong local advertising tie-up.

The quality of the goods themselves, their intrinsic value, and the fact that we are strong national and local advertisers have considerable bearing on the final result, but these are not the deciding factors. The chief reason for these turnovers, we believe, narrows down to one point—the ability to maintain wide but thin stocks and to order frequently from a branch warehouse and get the goods promptly.

Is it possible for other manufacturers generally to develop this

sort of service? We believe it is. Not all concerns, of course, find it advisable to operate their own branch warehouses. Frequently the market for their goods is too thin to justify it. But there exists today, across the country, a series of reliable warehousing companies whose services can be linked together and a distribution structure thus created at comparatively low cost, aside from rentals and the carrying charges on the goods placed in reserve in these ware-

Here, probably, is a way for the average manufacturer seeking a national chain of branches or warehouses to give his dealers the service which they require as they realize more and more each year what turnover means to them and how vitally necessary it is that they avoid tying up large stocks of goods in their own store houses or upper floors.

The time is fast approaching, we believe, when many leading national brands of merchandise will be distributed in this manner. Dealers will demand it.

With accessible stocks of merchandise available at conveniently located distributing points, will come wider, more comprehensive retail displays, smaller reserve stocks, higher turnover rates. This efficient, healthy condition in the retail field cannot but result in greater net profits for the dealer and lowered costs to the consumer.

Accounts for Brenninger & Wolcott

The Trimont Manufacturing Company, Roxbury, Mass., manufacturer of Trimont wrenches; The Foxboro Company, Inc., Foxboro, Mass., maker of recording instruments, and the Hersey Manufacturing Company, maker of meters, have placed their advertising accounts with Brenninger & Wolcott, recently formed advertising business at Boxtor.

Canada to Have Radio Week

The Canadian Radio Trades Association has decided to hold its second annual radio week from February 2 to 7. E. G. Hogarth, of the Hamilton Advertisers' Agency, Hamilton, Ont., has been appointed campaign manager and secretary. The membership of this association includes manufacturers, jobbers and dealers of radio equipment.

South Has Commercial Art Exhibit

HE South has just been treated to an impressive exhibit of the progress and accomplishments of commercial art. The exhibit was the idea of Frank E. Lowenstein, president of Norris, Inc., Atlanta. It was sponsored by the Atlanta Advertising Club and was held in that city from December 1 to 7. Every phase of commercial art was represented. Paintings exceeding \$100,000 in value were displayed. The work of many prominent artists from various parts of the country were on display. Advertisers and advertising agencies from all sections were represented. In most instances the original was accompanied with lithographed reproduction. Among the celebrated artists whose paintings were featured were: James Montgomery Flagg, Norman Rockwell, Tony Sarg, Coles Philips, Walter Lowder-back, Stanley McNeil and Clar-ence Underwood.

Appoint The C. L. Houser Company

The Mechanicsville, N. Y. Hudson Valley Times, has appointed C. L. Houser Company, publishers' representative, New York, as its national advertising representative in both the East and West, effective January 1. The Hudson, N. Y., Register, has also appointed the Houser company as its national advertising representative.

its national advertising representative, effective at once.

Douglas Downie with Ordinator Company

Ordinator Company
Douglas Downie has been appointed advertising manager of the Ordinator Company, Inc., New York, distributor of DuPont shade cloth. He was formerly with the advertising department of the Miller Rubber Company, Akron. Ohio, in charge of dealer copy and plans, and was at one time with the copy department of The Maxton R. Davies Company, Cleveland.

Dodge Brothers Advance P. L. Sanford

P. L. Sanford, director of distribu-tion of Dodge Brothers, Inc., Detroit, has been appointed assistant general sales manager. He succeeds C. H. Jennings who resigned to become a dealer for Dodge Brothers in the New York territory.



"Crack" Composition—Yes! Crack-Brained—No!

IN this world, the most "original" people make faces through plaid windows at the unoriginal rest of us. We don't practise "originality" in set-ups. We don't turn compositorial handsprings. We don't stand upon our head and set our ears flapping, typographically speaking. We strive for visibility, and virility, and beauty, and dignity, and harmony of font, border and decoration, but from the "originality" of the zippy-dippy stunt which connotes the mentally stunted-Good Heaven above! deliver us.

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs
314 East 23rd Street
New York



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This GUARANTY Protects You

Every article advertised in Good Houseling or certice with it a money-back garanty. Very have the guaranty whether the article is insceptible of parameters and the state of the state of the state of the production of the properties of the state of the programment of the state of

GOOD HOUSEKEEPING

You can't read this page, but consumers buy goods through it monthly

&&&&&



Down the Lane to Mrs. Gibson's

When the nation was young and industries were infants, the errand-boys used to turn into Mrs. Gibson's lane of a Saturday morning, with the week's provender—or the goods for a new best dress. Dame Gibson shopped with limitations. Her choice was small, her needs were few. The errand-boys were her contact with her sources of supply.

Things aren't so much different now. The errand-boy still turns into Mrs. Gibson's lanes—more than a million of them, every month. He goes in printed form. He is still their contact with their sources of supply—thousands of them, for all the Dame Gibsons, whose choice is wide and requirements many. The errand-boy's name is

GOOD HOUSEKEEPING

More Than a Million Readers More Than a Million Buyers

>>>>

The judgment of your advertising counsel should be old in experience and young in viewpoint.

McJunkin Advertising Company

Dominant Idea Advertising Outdoor • Newspaper • Magazine 5 South Wabash Avenue, Chicago

Let's Soft-Pedal "Turnover"

Here Are Some Facts Intended to Prove That the Wonders of "Turnover"

Must Be Taken with a Liberal Quantity of Salt

By T. W. McAllister

I N those time-hallowed days before Volstead had popularized home brew and the manufacture of pocket flasks had become a leading American industry, there were certain patent "cure-alls" in great favor.

I suppose that every community had its favorite. In our town it was a dark-brown liquid in a tall round bottle. It reposed in nearly every chimney-corner medicine chest or in the cupboard over the

kitchen sink.

Physical ailments bear certain marked resemblances to business ills. Both come occasionally in the form of epidemics, just as both are frequently the result of indiscretions in diet or a lazy mode of living. And in both cases, cure-alls are broadcasted indiscretions.

criminately.

I refer specially to the cureall known as "turnover." Many of its enthusiastic spokesmen offer it as a certain cure for practically every ill with which distribution is afflicted. Careless buying, sluggish selling, indolent advertising, in-adequate margins, slovenly methods of display, unwise extension of credit—the baleful effect of any or all of these disease-producing factors may be overcome by a simple application of that most magic formula, "Speed Up the Turnover."

The theory is founded on fact but it has been carried far into the realm of the improbable, even

impossible.

"Consider the peanut vendor, operating a whistle cart on the street corner," says the amateur business analyst. "He starts out with only a few dollars capital and his average sale amounts to but five cents. Yet in the course of a year he has made a net profit of hundreds of dollars—perhaps several thousand per cent on his original investment.

"Or consider the gasoline filling station, operating on a margin of only 10 to 15 per cent, which is able to make a sufficient net so that competitors are springing up on every corner.

"Or again, there is the grocer, whose usual margin would nowhere near suffice to meet the bare overhead of most retailers

handling other lines.

"What is the secret of success in these instances? Rapid turnover! The stock-in-trade of the peanut cart and the filling station is sold out and replenished every two or three days, while the grocer turns his stock from ten to twenty times each year. Here is sufficient evidence of what, may be done in other fields of distribution, in making rapid turnover produce a profit despite limited capital and small margins."

The case is proved to the unthinking. The fact is overlooked that the peanut vendor sells only one item, of general appeal, and has no rent, light, heat or other ordinary business expenses; that the sale of gasoline is usually little more than a mere mechanical operation of lowering a hose and turning a crank; or that the grocer's stock is composed largely of items so staple that they can be sold a la Piggly-Wiggly.

One of the leading speakers at a recent important convention of retail merchants, in concluding an address on "Turnover," made this astounding statement, as taken verbatim from the stenographic

convention report:

"Gentlemen, turnover in your business is the fundamental factor in your profits. . . Go to work and increase your turnover one turn and you will more than quadruple your net profits. . . . If you find a weak spot or something wrong in your business, put

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Old Man Turnover on the witness stand and you will find he is the fellow that is causing the trouble."

This instance might be multiplied many times. The more the theory has been elucidated and demonstrated the more obscure it seems to have become.

From all this discussion the average retailer has drawn only one clear conclusion—that his future success depends principally upon the rate at which he turns his stock.

A decade ago it probably would have been impossible to find more than one retailer in ten who had anything but a vague idea of what was meant by the term "turnover" as applied to merchandising. Now the inquiry, "What is your turnover?" will draw from almost any merchant some such apologetic reply as this: "Well, I was able to turn my stock only three times last year, but I think I'll get nearly four turnovers this year."

How is this increase in the rate of stock turnover to be obtained? There are only two ways: One is to increase the sales volume without any increase, or without a proportionate increase, in the stock investment; the other is to decrease the investment in stock without any decrease, or without a proportionate decrease, in the sales volume.

And right there is the point that has been responsible for most of the confusion and misleading deductions spread about regarding the turnover theory. The theorists have confused turnover with vol-

It is, and for some time has been, difficult for the average retailer to increase his sales volume materially from year to year. Consequently, most of the effort to heed the injunctions of the business experts and speed up the rate of turnover has been centred about a reduction in the stock investment—through a light-and-often buying policy. The prevalence of hand-to-mouth buying, concerning which manufacturers and jobbers have complained for some time, is largely due to the

growing belief in the importance of speeding up the turnover though of course there have been other contributing factors.

"Our salesmen formerly sold Motometers almost entirely in half-dozen and dozen lots," commented an automobile accessory jobber recently. "Now they frequently take orders for one-twelfth and one-sixth dozen lots, for even the garage owners have become convinced that their profits are determined principally by the rapidity with which they turn their stocks."

And so the cure-all advocated by the business experts threatens to become a fetish with the retail trade—which leads to the belief that it is time for some straight thinking on this subject.

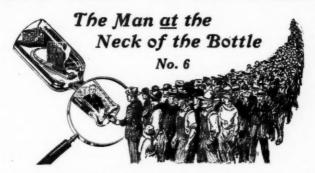
Is it a case of the remedy threatening to become worse than the disease? In the long run is it real economy for retailers to buy in small quantities and often—to the extent that prevails today? Are distribution costs to be lowered through the adoption of a policy of buying in twelfth-dozen and sixth-dozen lots instead of half-dozen and dozens? Will not the extra expense attached to handling small shipments tend to increase rather than decrease distribution expense?

IS TURNOVER SO IMPORTANT?

Let us assume that a merchant's average investment in a certain line is \$1,000, his annual sales volume \$1,500, his margin 33 1-3 per cent and his cost of doing business 25 per cent. In other words, he turns his stock investment exactly once a year and makes a net profit of 8 1-3 per cent on the annual sales volume. His annual net profit is \$125— which, incidentally, is 12½ per cent on his average investment.

Now let us assume that the merchant can reduce his investment in that particular line one-half and still maintain the same sales volume. He now makes two turnovers a year instead of one. He turns his \$500 stock in six months, at a selling price of \$750, and with a net profit of 8 1-3 per

The Neck of the Bottle



The man at the neck of the hardware bottle is the customer, the ultimate consumer, the one for whom all hardware manufacturing is done and to whom all hardware distributing and selling are directed. If the customer buys freely, business is good. If he refuses to buy, business halts. If he buys a certain manufacturer's line, that manufacturer prospers. If he does not buy it, that manufacturer fails and in that failure the jobber and the merchant share.

The customer is all-important. Without him there would be no manufacturing, no distributing, no selling. Yet his importance but emphasizes the importance of the men in the neck of the hardware bottle—retail hardware salesmen. They are the manufacturer's real point of contact with consumers—buyers. They are the manufacturer's own representatives, his "first line" salesmen operating at the point of sale.

Hardware salesmen are the natural sources of information and advice for hardware customers. On their ability to supply this—intelligently and enthusiastically—depends, in very large degree, the volume of each manufacturer's sales. The hardware manufacturer that feeds this ability and keeps these hardware contact men so well sold on his line that they can properly display, explain and sell his goods will reap the maximum return in sales through hardware stores.

Hardware Age

239 West 39 th Street

New York City

MEMBER A.B.C. and A.B.P.

Hardware Age reaches every link in the hardware merchandising chain.

cent, or \$62.50; and he turns another \$500 stock again the next six months, making the same net profit. At the end of the year he has made a total net profit of \$125—exactly the same as when he turned his \$1,000 stock once a year—but with the difference that he has made 25 per cent instead of 12½ per cent on his investment. That increase in the percentage

That increase in the percentage on the investment is another factor which has confused most people who have attempted to theorize on this subject. As a matter of fact, all that it means to the retailer is simply this—that by decreasing his investment in this particular line one-half he released \$500 which had been tied up in stock. What would he do with this amount? Probably he would apply it on bank indebtedness, which would mean a saving in interest expense of \$30 a year.

The theorists make the mistake of assuming that money released from investment in idle stock can be invested at once in other profitable stock at a high return—but this is seldom the case.

True, the \$30 is well worth saving. It is important to practice every possible economy in the operation of a business. However, isn't it straining a point to believe that the average merchant could cut his investment in any line 50 per cent without affecting his sales volume? Wouldn't a few lost sales, due to the store being out of certain sizes, go far toward dissipating that \$30 saving in interest expense?

Then, too, isn't it probable that there would be a quantity discount involved? Probably in buying in \$1,000 lots the merchant would receive an additional 5 per cent and would also save something on freight, drayage and handling expense. If so, he would make a considerably better profit on a \$1,000 stock turned once a year than on a \$500 stock turned twice a year.

Of course, there are some lines of merchandise where other factors are involved—where the possibility of styles changing or goods deteriorating rapidly necessitate the speedy movement of the

stock. For the most part, however, it is safe to say that the importance of rapid turnover has been exaggerated tremendously while the theory itself has been presented in a very confused and illogical way.

To increase the rate of turnover by increasing the sales volume is an always laudable merchandising plan—but let the emphasis be placed on volume rather than turnover. Usually it is only in the very large business, where additional capital can always be made to bring in a high return on the investment, or in the very small business, which is operated on the proverbial shoestring, that the rate of stock turnover is of very great importance.

Unquestionably there has been a real need for agitation of the advantages of quicker stock turns, but in general this agitation might better be devoted to emphasizing the importance of clearing out dead stock and eliminating duplicate lines. There are not many merchants in these days and times who are buying much in excess of the actual amounts required to serve their customers adequately.

As a certain hardware jobber recently pointed out: "If a hand-to-mouth buying policy is followed to the extreme that sales are lost on staple goods, it is very much a question whether the turnover is at all an important item.

"A merchant in business is expected to run a reasonable risk—that's why he has a right to expect a profit. If he has a guarantee that everything he buys this morning will be converted into cash tonight, then his service is worth a very small profit, because if he can render that service another house can easily do the same."

Those experts who have been focusing the spotlight of publicity on turnover—pointing to it as the best tonic for an ailing distribution system—should have a clearer understanding of the limitations and possible evil effects of this remedy. Used with discretion and in moderation it is a valuable tonic—but it is not a cure-all.

Just Two Ways— To Increase Your Sales

Increased business can come to you only in one of two ways. Either you have got to open new accounts or get more business from your established accounts.

The opening of new accounts usually involves an enlarged sales force, added traveling expense, much missionary work and increased advertising.

With your present accounts, there is no sales resistance to be broken down, no new contacts to be established, no new salesmen to be added, no long explanations to be made,—no ice to be broken.

It is far sounder and decidedly more profitable to build on the foundation you have already established than to start digging new foundations.

A Dealer Magazine is the most logical and effective medium for strengthening your present Dealer Organization and increasing your average annual sales per dealer. It can be made your most powerful instrument to build lasting good will, establish permanent security, increase sales and secure greater profits. But it must be correctly conceived, properly edited and attractively printed.

This Organization specializes in building just such Dealer Magazines.

In a brief interview, we will gladly show you how all this can be accomplished at a cost of only a few cents peredealer.

HOUSE ORGAN DIVISION

ARROW PRESS, Inc., NEW YORK

318-326 WEST THIRTY-NINTH STREET

Ajax Motors Announced as New Nash Enterprise

C. W. Nash Makes First Statement Regarding His New Car Which Will Be Known as the Ajax

By H. L. Williams

No industrial move in recent years has been enveloped in so much mystery as has surrounded the recent formation of The Ajax Motors Company, as a subsidiary organization entirely owned by The Nash Motors Company and with C. W. Nash as its President. This company is housed in the former Mitchell Motors plant at Racine, Wisconsin, which was finally secured by Nash after sprinted bicking on the part of other manufactures.

The notable career of Mr. Nash and the exceptional success that has attended his enterprise may rally flainspired widespread comment as to plans for this new co. pany flains that have been give external than the plans for the success that have been give external than the plans for the plans for

lation in the industry, among bankers and many thousands of automobile owners who have followed Nash's rise to a place of pre-eninence among American manufacturers, are now partially set at rest by a direct statement from Mr. Nash

from Mr. Nash.
"This subsidiary organization, The Ajax Motors Company, will not build merely a motor as gossip has had it but will produce a complete automobile," states C. W. Nash. "At the present time I am not in a position to divulge the exact character of the car but I can say that it will be a complete surprise when announced owing to the nature of the engineering and the mechanical developments now being carried to completion by our staff of engineers. The name Ajax was chosen because of the mythological significance it holds. Homer's Illiad mentions Ajax, the legendary Greek hero, many times for his heroic deeds. Particularly was he swift-footed we are told. In fact he was honored as one of Greece's very fleetest runners. Another distinguishing characteristic of Ajax was the power he displayed in hurling the javelin. So in this figure of ancient times we have two of the things the modern car-Ajax-will also possess-speed and power embodied at a price that

will make it highly attractive merchandise on a basis of big volume production. Our plans for this new car are in direct accordance with our formulated policy for adding substantially to the ramifications of The Nash Motors Company and putting it in even more commanding position among the world's greatest producers of passenger cars.

senger cars.

By weeply realize just how exception are ord of advancement has been until they review the history of the automobile industry. The first forces partially redeene show that in 1899 here s. 3700 passenger cars from d by a laker and their total alust has a normal month's production for The Nash Moors Company today. By 1910 the Angual production for the industry had risen to 181,000 and the dollars and cents volume to \$213,000,000 at this point the records show 30 manufacturers in business. By January of 1911 there were 314 companies engaged in manufacturing cars and the production for that year rose to nearly 200,000 units with a value of \$240,770,000. From then on though production and dollars and cents value increased largely year by year, the ranks of manufacturers decreased steadily until 1916, in which year in

At this point there were about 220 other makers and the production for the year was nearly 1,500,000 cars of which we contributed of course a very few. By January 1917 we were gaining headway rapidly and the name Nash and the reputation of the car for excellence was making itself felt. Our more recent progress because of its unusual rapidity is a familiar story to a large share of the American public, but it is worth commenting upon the fact that from a standing start in 1916 with 220 older concerns already deeply rooted in the business soil we advanced in eight years to ninth place.

August we entered the field.



Account

The name of C. W. Nash is written high on the honor roll of American industrial leaders.

His confidence in the integrity and ability of this Company is amply evidenced by our association with him and his enterprises over a period of fourteen years.

Now his selection of The Green, Fulton. Cunningham Company to aid him and his associates in the advertising of his newest product—The Ajax—comes as an added honor of which we are deeply and justifiably proud.

The Green, Fulton Cunningham Co.

Advertising in All Forms

London Guarantee and Accident Bldg.

360 N. Michigan Avenue

CHICAGO

DOMESTIC ENGINEERING

Business Paper for the Plumbing and Heating Industry

Keen careful buyers of advertising in the plumbing and heating field, who weigh values, use

DOMESTIC ENGINEERING

1900 Prairie Avenue

CHICAGO

Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Getting Productive Distribution for Industrial Catalogues

Unusual Ways of Featuring Catalogues in Industrial Copy That Build the Sort of Distribution Which Leads to Sales

By A. L. Townsend

A MANUFACTURER in the industrial field had prepared a special booklet directed primarily to heads of departments in large plants. A photograph was made of it, and it was pictured in a series of industrial magazine

pages.

But there were not as many requests as had been expected. A new idea was tried. Again the front page of the book was reproduced, but, this time, a novelty was added. Coming out from its pages were phrases and parts of phrases, hand-lettered. They were animated and alluring. Every phase was a question. And these questions were answered in the book. It was necessary, however, for the reader to send for the catalogue in order to secure the information.

There were 340 requests for copies at the expiration of eleven days. Thus encouraged, the advertiser prepared a second novelty page in which the booklet was given imaginative glamour, aside from the mere physical reproduction of it; an artist lending assis-

ance.

An illustration at the top, generous in proportions, pictured a half dozen men gathered around one executive, who held the book in his hand. There were department managers, foremen, workers. Every eye was concentrated on the open page. There was the subtle suggestion of suspense. And the headline read: "Do you agree with what it says here, boys?"

Once more the element of "what happened then?" gave the page, its chief attraction. The man with the book had read a statement in its pages. He had called his associates to him. What was their opinion? And the advertiser deliberately asked the

present reader if he, in turn, felt any hesitancy in approving the particular statement. The book would be sent promptly, on re-

quest

"Many manufacturers issuing a catalogue forget that everybody else is issuing them," remarked an interested executive. "They seem oblivious to the fact that in the same industrial magazine there may be announcements and illustrations of fifty or more other free catalogs. Twice each year, we issue a catalogue. They cost approximately forty cents each, and we make no charge for them. However, they are sent out only when someone expresses an emphatic wish to see them. It is not an indiscriminate distribution.

"During the period when each issue is new, we advertise them along what we believe to be original lines. We are every bit as much in earnest as when advertising our products. We do not take it for granted that our particular public is hungry for the catalogue: as a matter of fact, we assume the contrary is true.

CIRCUS PLAN USED AS MODEL

"On one occasion we planned a rather sensational catalogue. It was to contain no less than forty retouched illustrations of new models, never before shown, together with a revision of prices. Also, there were to be some fifteen pages of talk about the rejuvenated institutional plans of the company. We wanted everybody who meant anything to us to see the book and to have a very genuine desire to go through it from cover to cover.

"Long before this catalogue was off the press, our advertising department began exploiting it along true showmanship lines. I might

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add, in an aside, that the head of this department had, earlier in life, acted as press and advance agent for one of the largest circuscs in the United States. Doubtless this was what led to his industrial magazine idea.

"He advertised the catalogue for two months prior to its release, almost precisely as he would have advertised 'The Greatest Show on

"The second display pictured the tent and great crowds rushing in that direction. There were several of these, combined with more teaser copy. Gradually, we led up to a showing of those canvas banners which are placed outside the tent, and on them · we reproduced parts of cover of the catalogue, and of inside pages of the catalogue.

"At the expiration of two months, the trade was on tip-toes. We had everybody going, and while you may not care for circus stunts as applied to advertising, I want to say that over 40,000 of the books were asked for. We marked the scheme down as a phenomenal success.'

The Bryant Electric Company is justifiably proud of a catalogue it has recently published. It is a comprehensive little volume on wiring devices. Much thought, study and money has been put into it.

After a series of announcements, a double spread was inserted which said, in part:

"The first catalogue on wiring devices was issued by the Bryant Company in 1888. It standardized wiring.

devices. The latest catalogue on wiring devices is the Bryant Catalogue for 1924, just off the press."

There is an interesting reproduction of the title page of that first 1888 book. Continuing, the advertiser says: "Every entry has been checked, every picture has been brought up to date, every page has been printed and bound. The new Bryant catalogue is ready for you." Then there is a partial list of the contents.

But it is in the staging of the reproduction of the catalogue that



ow Bryant catalog is ready

THE BRYANT ELECTRIC, COMPANY

THESE ELFS SEEM TO BE ENTIRELY AT HOME IN AN INDUSTRIAL PAPER

Earth.' First came a teaser page, and it contained only the skilfully drawn picture of a great circus tent, completely erected and in readiness for the opening of the doors. 'You Can't Afford to Miss It,' was the headline, and, beneath the date on which the catalogue was to be issued. I might explain that we were fortunate in another respect; the advertising began to make its appearance, just at the time the Big Tops were beginning to stir in their canvas cocoons.

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the advertiser has displayed twentieth century ingenuity. The book is shown in perspective, in the centre of a page. Over and around it are dozens of industrious little fairy figures, humorous, highly amusing. They represent the elfs of its actual production. Six of them are at a table, folding sheets, others are pasting up sections, carrying leaves, measuring the cover, placing the Bryant trade-mark, etc.

These gnomes make the actual catalogue seem very large, by contrast, and they suggest the mechanical care which has been unquestionably taken in its final form. They "circus" the book, which, if reproduced in mere facsimile, would be but moderately interesting from an illustrative

standpoint.

BRINGING PAGES TO LIFE

A very interesting pictorial novelty for bringing the catalogue into the foreground of attention, is that of making certain pages really come to life. Such a book, issued by a manufacturer of art roofings, was doubly valuable because it contained some twenty plates, in color, of original homes, each roofed with the product. These plates were accompanied by floor plans.

By turning the catalogue, open, on its back and photographing it in this position, in perspective, it was possible for the artist to build little houses on the pages, without entirely concealing the main illustrated sheets. Thus, the buildings in the books were shown, in detail, in larger size, as if they had sprung from the book itself. They had "come to life."

Another advertiser featured his catalogue by standing it on end, the pages open. From between the leaves stepped various characters, whose stories were duly related in the book; the contractor, the builder, the architect, the carpenter, etc. A most original effect was secured by the contrast, as photographic full length figures stepped into view against the white catalogue pages.

A striking idea was that of

transforming a great factory into the semblance of a gigantic printing press, in action, turning out hundreds of complete catalogues. They were stacked up at one side, with one or two so placed that both cover and inside pages could be seen. Nor did the artist in making the factory building resemble a printing press, lose too much of its real identity.

"We are assembling our new catalogue," reads a headline in an industrial advertisement, and one entire page was taken up with an original illustration of the book itself, rigged up as a skyscraper, its one side, however, a faithful reproduction of the decorative cover. There was scaffolding, and perilously high derricks swinging the reading pages into place. There were many little workmen, bearing quantities of type, column rules, initial letters, and plates, blocked and ready for placing. That book looked twenty stories high as the artist arranged it.

An equally novel plan was to build a fast-moving express train wholly of catalogues. It was rushing along to its thousands of destinations. The remarkable part of this illustration was the resourcefulness displayed by the artist in making a complete locomotive and train of cars from

mere books.

The practicality of securing valuable distribution for a catalogue through industrial advertising is an established fact. When, in a campaign of this sort, a sufficient number of inquiries does not materialize, the fault, likely as not, will be found in the type of advertising used. Make the presentation attractive and results will be forthcoming.

Advanced by Robert H. Hassler, Inc.

T. N. Andrews, manager of the Boston branch of Robert H. Hassler, Inc., Indianapolis, manufacturer of shock absorbers, has been elected treasurer and general manager of that organization. He succeeds Edward Springer, resigned.

N. K. Jones, Indiana branch manager, has been appointed sales manager succeeding George K. Bryant, resigned.

Why Advertising Managers Get Other Titles

(Western Union Telegram)
BROOKE, SMITH & FRENCH, INC.
DETROIT, MICH., Dec. 3, 1924.
Editor of PRINTERS' INK:
Please mail special delivery any available list you have of advertising man-

agers who afterwards became presidents, general managers or other high officials. Also wire immediately references of this subject if any.

BROOKE, SMITH & FRENCH, INC.

WOULDN'T this question and one closely allied with it, "Why Do Agency Accounts Change Hands?" start a joyous Accounts gabfest for some gossipy old roosters?

These are, indeed, the choice topics of the sidewalk committees in advertising. We stole that phrase "sidewalk committee" from the medical profession. It's a term the profession uses to designate that part of the laity which, with only a smattering of medical knowledge, sets itself up as a judge of doctors.

Sidewalk committees in all businesses lack terminal facilities. The particular question in hand would probably be answered by some advertising sidewalk committee in effect as follows: "Advertising managers are floaters. They never get anywhere.'

But the facts point to quite a different conclusion. For an answer to this question in broader aspect we would refer to an article in Printers' Ink Monthly of September, 1922, en-titled: "What Becomes of Advertising Managers?"

The question raised by our correspondent is but a part of the question answered in the article referred to above.

The present question is con-cerned with advertising managers who enter a business, as O. C. Harn of the National Lead Company did, in order to become a specialist in the line of business in which the concern employing him is engaged and not in order to become a specialist in advertising. Mr. Harn today is chairman of the sales committee of the National Lead Company, as a result. L. B. Jones, who started as advertising manager of the Eastman Kodak Company, is today vicepresident in charge of sales and advertising, and a member of the board of directors of that company. Mr. Jones expressed the same viewpoint credited above to Mr. Harn, when, in 1922, he wrote in answer to a question from PRINTERS' INK:

If you must know how I came to be an advertising man, I will tell you the whole truth. I had done some newspaper work and so thought I could write a little. I had had my nose held to the crindstone for six years. grindstone for six years in a retail lumber yard and so thought that I knew something about business. Thirty years ago somebody was needed by Kodak to grow up with the business. A friend happened to hear about it and had the nerve to recommend me. Not having nerve to recommend me. Not having a very good job, I had the nerve to tackle the proposition.

We could quote other statements of advertising managers who have gone upward and onward, because they grew up with the company or brought to it ability that the company wanted to reward. We shall, however, content ourselves with a direct reply by listing the names of such advertising managers, that we can recall, who have been given additional titles by their companies:

F. C. Hitch, vice-president, Royal Bak-

F. C. Hitch, vice-president, Royal Baking Powder Company.

Truman A. De Weese, vice-president,
Shredded Wheat Company.

Maurice Switzer, vice-president of the
Kelly-Springfield Tire Co.
Edwip E. Taylor, vice-president of the
Postum Cereal Co.
A. C. Mower, vice-president of the
American Tobacco Co.
Schuyler W. Van Ness, member of
the board, of directors of the Dennison
Manufacturing Company.
C. T. Anderson, assistant to president.

C. T. Anderson, assistant to president, Safe Cabinet Co. James G. Lamb, secretary, Scott Paper

Company,
W. W. Wheeler, vice-president, Pompeian Company,
Robert E. Miller, vice-president,
Hamilton Watch Company.

If the question had read "sales managers" instead of "advertising managers," we could likewise furnish a list of men who have been rewarded for being a part of the company they serve rather than professional sales managers.—[Ed. PRINTERS' INK.



Be Sensible About Advertising

Advertising is just a part of business. It must sell goods to pay. Why be vague about its responsibility? If it does not make good, stop it.

Much is said of the "prestige" and "power" of advertising. They are solemnly set forth for the hypnotism of anxious advertisers craving sales. Truly this is blue sky with no horizon.

Advertising cannot create "prestige". The goods must do that. It has no "power" except that given it by the user. Hence only skillful advertising pays, in the only way it can pay—by selling goods. And it pays not because of some mysterious "power", but because someone uses it right.

You pay well for advertising space. Look carefully to the ability of those who are to fill it.

We are an organization with wide experience in merchandising and advertising of automobiles, accessories, foods, household utilities, farm implements, toilet articles, wearing apparel, etc. An interview implies no obligation.

> "What is Advertising" a series of advertisements has been published under this title. The entire series will be sent upon request

C. C. WINNINGHAM

Advertising and Merchandising

IO PETERBORO WEST DETROIT The Sweep of Onward Sweep of

POCKET SIZE—THE SIZE THE RADIO INDUSTRY DEMANDS



With an expansion of its publishing syndicate on the zone plan, securing thereby the active advertising and circulation

CO-OPERATON OF OVER 300 RADIO JOBBERS

and an increase of its circulation, at the completion of present jobber contracts, bringing it to a total

50,000 COPIES MONTHLY

reaching every store in America selling radio. This syndicate expansion enables RADIO MERCHANDISING to cover completely the many fields of endeavor engaged wholly or partially in radio distribution, the radio stores, electric stores, phonograph stores, department stores, hardware stores, automotive supply, sporting goods and furniture stores and the general stores in rural districts which are becoming increasingly important in the radio industry.

ADDITIONAL EDITORIAL FEATURES

for 1925 include exclusive articles by George Ade, Ring Lardner, Montague Glass and Dr. Frank Crane—maintaining and amplifying keen reader interest.

A new rate becomes effective January 15, 1925.

RADIO MERCHANDISING, the leading radio trade journal, gives to the radio industry an unequalled merchandising power and co-operative force.

Full details on request.

RADIO PUBLISHING CORPORATION

G. Douglas Wardrop President-Editor FRANK C. THOMAS
Vice-President-Advertising Manager

DAVID MAGOWAN Secretary-Treasurer

243 West 39th Street, New York City

A

Homestead Advertising Does Pay-Advertisers say so

Reproductions of original letters containing following quotations will be sent to you on request

- 66 —shows more replies by a great many times over than all other papers together.
 - -high regard that farmers of New England have for your publication.
 - -results indicate your readers include the leading dairymen of your territory.
 - -confidence in the advertising strength of New England Homestead.
 - -we esteem the Homestead and admire its editorial policy.
 - -farmers in New England look up to New England Homestead as THE farmer's paper.
 - —your service in all cases, has been, not only helpful, but profitable.
 - -Homestead stands so pre-eminent in New England.
 - —your fearless, straightforward policy of service to your farmer subscribers has endeared the Homestead to all.
 - -more profitable than any other medium used.
 - -inquiry cost and cost per sale both low.
 - -the authentic "trade paper" of New England agriculture.
 - -the reason we use it year after year is because results have been satisfactory.
 - -straightforward editorial policy and active support of the New England farmer.
 - —because of the responsiveness of your readers and also a notable spirit of loyalty to the "Homestead" and confidence in its advertisers.
 - -have found it a consistently good advertising medium.
 - -because of our confidence in the service it renders.

To SELL the New England Farm Market You MUST use New England Homestead



WARREN A. PRIEST, Advertising Manager Member of Agricultural Publishers Association Member of Audit Bureau of Circulations

Phelps Publishing Company, Publishers, Springfield, Mass.

NEW YORK CRICAGO ST. LOUIS MINNEAPOLIS SAN FRANCISCO 342 Medison Ave. 123 W. Madison St. Syndicate Trust Bldg. Palace Building 730 Farrell St. A. H. Billingsles J. C. Billingsles A. D. McKinney R. B. Ring Loyd B. Chapell

The "Inside" Story of Shipping Board Advertising

A Report Full of Advertising Facts and Human Interest That Is Based on a Congressional Investigation of United States Shipping Board Advertising

[EDITORIAL NOTE: A proposal made by a Congressman that the Government establish an advertising agency in competition with private enterprise is reported among other highly interesting revelations in the article that follows. Government in business! How is business to know what the Government is thinking about if the Government is the closely watched? Then, too, the Government is continually digging up facts and opinions that are of merchandising value. It is helping business. How can that help be placed at the disposal of business? establish an advertising agency in com-

Several years ago a trained merchandising man from Printers' Ink headquarters office was sent to Washington to maintain a Washington bureau that would watch every Government move affecting, helping or hindering advertising, selling and merchandising. Since that time issue after issue of Printers' Ink and Printers' Ink Monthly have answered the questions raised above. The article that follows is the third one that has appeared in Printers' Ink on the investigation of Shipping Board advertising. The two that preceded it will be found in Printers' Ink of May 22, 1924, page 17, and June 26, 1924, page 112.]

Washington Bureau of PRINTERS' INK FACTS, figures, much inside information and many individual opinions regarding the advertising of the U. S. Shipping Board during the last few years were revealed on December 8 and 9. On these days James W. Boring, advertising manager, was placed on the witness stand before the House Select Committee appointed to investigate the affairs of the Shipping Board and the Emergency Fleet Corporation.

From the first hour of the hearing, it was evident that several members of the committee expected to prove by the testimony of the witness that A. D. Lasker former chairman of the Board, had favored his friends with advertising contracts and had used the purchasing of space to win the editorial support of newspapers for the ship subsidy bill.

In this effort the committee signally failed; but it inquired into the appropriations, expenditures, copy, editorial publicity, cost of inquiries, coupon advertising, scare newspaper stories, agency relations and other phases of the work of the advertising department, and incidentally acquired a great deal of general knowledge on the subject of national advertising.

In reply to questions of Representative Wallace H. White, Jr., chairman of the committee, Mr. Boring said that he was advertising manager of both the Shipping Board and the Emergency Fleet Corporation, and that his salary was \$9,500 a year, having been raised from \$8,000 about a year ago, and that he was employed on March 11, 1922.

Prior to that time, he explained, he was in business for himself in Chicago for a short time, and he had been with Montgomery Ward & Co., as assistant to the president, copy writer and advertising and sales promotion manager, for six years. He said that he had no contract, that his instructions all came from the Fleet Corporation, although he had talked with various members of the Commission on the subject of advertising, and that he was directly under Mr. Keene, who is vice-president in charge of traffic.

Several questions from the Chairman brought out the fact that Mr. Boring's income, for two years prior to his acceptance of his present position, was larger than his present salary, and he was then asked to state his duties and obligations.

"My duties and administration are in connection with the advertising appropriation," he replied,

"and also to survey the situation and make recommendations as to the amount of that advertising appropriation. When it is approved by the Emergency Fleet Corporation, my business is to administer the expenditure of it so as to get a dollar's worth of service for every dollar spent.

He then explained that after he made up the projected expenditure, it was submitted to Mr. Keene and then to Admiral Palmer, under the present arrangement, for approval. He also said that he never received direct instructions from any officials, during Admiral Palmer's administration, although formerly he had received instructions from the Chairman and other officers. "Under Mr. Palmer's regime," he added, "they all come through Mr. Keene, as a matter of organization.

A point that was later recognized as very important, because of the nature of the questions, was the further statement of the witness that he never received instructions from two or three officers except in conferences at the vice-president present, that he was always assigned to a vice-president, and that all other instructions came to him from that officer.

After considerable discussion of the latitude allowed the operators of the vessels in the matter of advertising, which was concluded by a statement of the witness to the effect that oporators were consulted, but that they were required to conform to the department's advertising policy, the Chairman of the committee asked, "What amount of money is expended on behalf of the Fleet Corporation through your agency, for advertising, annually?"

"The appropriation is \$985,000 for the passenger lines," Mr. Boring answered, "and the freight advertising, \$250,000. That is outside of the freight advertising involved with the passenger lines; the general advertising, that is, miscellaneous, \$50,000, or a total of \$1,285,000." And, on request, he itemized the appropriation, as

The United States Lines, \$490 .-000; Munson Line, \$175,000; the California Orient Line, \$160,000; and the American Oriental Mail Line, \$160,000. These are the passenger lines, and he explained that he did not have the figures at hand for the freight lines but that for them the appropriation would break down to very much smaller units of four or five thousand dollars each.

HOW NEWSPAPER APPROPRIATION IS DIVIDED

The Chairman then asked what part of the total amount was expended for newspaper advertising. and the witness answered:

"Well, the newspaper is broken down into two kinds of advertising; what we call 'time table,' that is, stuff that runs into small copy that gives the information of the dates of sailing, the pier the ships sail from and so forth. runs, for the American-Oriental Line, \$36,000 for this fiscal year. For the California Oriental Mail Line, \$36,000; Pan-American Line, \$48,000, and the United States Lines, \$12,000.... For newspaper educational, that is, display copy, where it runs larger than time table and contains some other information, some sailing information, something about urging travel or some particular feature of our ships, for the American Oriental Mail Line, \$10,000; for the California Orient Mail Line, \$10,000. For the Pan-American Line we are using no display copy this year; we are using larger time table copy.... For the United States Lines, for newspaper educational, \$70,000."

Mr. Boring explained that the magazine advertising was also considered as educational by his department, and that \$36,000 was spent for magazine advertising for the American Oriental Line; for the California Orient, \$36,000; Pan-American Line, \$32,200, and United States Lines, \$108,000.

"For foreign language," he con-tinued, "in this country, for the American Oriental Mail Line, That is principally in Chinese and Japanese papers on the Pacific Coast, and the rates are not high and that buys a lot of space in a Chinese paper. The same amount, \$3,000, for the California Orient Line. For the Pan-American Line, \$4,000. That is in a few Spanish and Portuguese newspapers and magazines in this country. For the United States for foreign language, Lines. \$50,000. That, of course, is the big foreign language expenditure of the whole Fleet Corporation, because there are a great many foreign language newspapers and magazines in this country and they are very profitable as a means of getting business—they were up until last July 1 anyhow."

It was further explained that the figures were for the present fiscal year ending June 30, 1925, that they were estimates of cost of space already contracted for with the mechanical and literary expenses combined. The witness later qualified this statement slightly by saying that the amounts are practically contracted for, and that he was sure all contracts would come within the figures stated. He also explained the need of working far in advance on the advertising camand testified as to these additional advertising ex-

penditures:
"For literary and mechanical advertising — that includes all literary propaganda, circulars, posters, and so forth, as well as the mechanical requirements for the art work, matrices, and so forth to get ready—for the American Oriental Mail Line, \$30,000; for the California Orient Line, \$30,000; for the Pan-American Line, \$30,000, for the United States Lines, \$90,000."

In regard to advertising abroad, it was brought out that the total expenditure for the passenger lines and the freight services they operate is to be \$225,000, and that for other freight services an allowance for advertising is made.

This amounts to \$1,500 per operator, and there are thirty-one freight operators.

After considerable discussion of the advertising of ship arrivals abroad, Representative Davis reverted to the subject of Mr. Boring's employment, and asked him if he knew how it happened, or through whose recommendation or instrumentality, he was brought into his position.

"No," the witness answered. was approached by an advertising man in Chicago and told of this. I had never met Mr. Lasker. I was asked to come and see him. The kind of advertising that was then being done and planned for the Shipping Board fitted in very well with my experience, and they asked me to come down and see him. They asked some other man to come down at the same time. and the two of us came down from Chicago on the same train. I was hired the next day. I met Mr. Lasker there and Mr. Lasker turned me over to Mr. Love, and, after a few minutes talk with Mr. Love, I was hired.

Mr. Davis—"Was this advertising man who suggested to you to come to Washington connected with Lord & Thomas?"

Mr. Boring—"No, sir; he was not; he was connected with another advertising agency, Erwin-Wasey & Company. He was connected with them. That is a rival organization of Lord & Thomas, and there is keen rivalry between them."

The question was then again raised as to sources of instruction, and after several queries by way of introduction, Mr. Davis asked, "Now, is it not a fact that you, at least formerly, received a good many instructions from Chairman Lasker and from his assistant, Mr. Sollitt?"

"No, not exactly instructions," Mr. Boring replied. "I have a great deal of respect for Mr. Lasker's ability as an advertising man, and I went to him with a great many of my problems and got advice from him; but I cannot say I have ever received any definite instructions from him as

to any of the things with which I was dealing. I have talked it over with Mr. Love and with Mr. Sollitt and Mr. Lasker on many occasions — did every week; in fact, sometimes several times a week; but, so far as definite instructions are concerned, I do not believe I did."

Mr. Davis—"Did you not frequently receive suggestions from Mr. Lasker and Mr. Sollitt?"

Mr. Boring—"Oh, yes, as to the nature of the advertising. Not from Mr. Sollitt—he was not an advertising man. But from Mr. Lasker I have frequently received suggestions, some of which were very valuable in the advertising we were doing. What kind of suggestions, may I ask?"

Mr. Davis—"I will just call your attention to some specific matters. I will ask you, for instance, if you did not receive a letter from Mr. Lasker enclosing a letter from Mr. Arthur Brisbane, suggesting advertising in the Brockton (Mass.) Times, to which you replied, under date of January 11. 1923."

Mr. Boring—"I do not know; I do not remember. . . . I do not think we have ever carried any advertising there. I do not think so. Possibly I received such a letter; I do not recall it."

Mr. Davis—"I did not say that you carried any advertising; but I will ask you if that is a copy you wrote yourself to Mr. Lasker in regard to that matter, in which you discountenanced the idea on the ground that the Brockton Times was a paper of small circulation, and in a small place, and so forth?"

Mr. Boring (after examining paper)-"Yes; sure, I wrote that letter. . . . I wrote many of them We get solicitations like that. from all those people, every paper, everywhere. Solicitors often come to the chairman's office, and usually they come to see me first; but when they do not get satisfaction from me, they go somewhere else, and they write in letters which come to the chairman's office, and they are sent to me to prepare the copy for letters of reply. That is evidently one to which I replied direct to Mr. Lasker, giving him some information which he could give Mr. Brisbane."

Mr. Davis then referred particularly to a paragraph of the letter, which read, "Knowing that you wish this department to give particular attention to requests coming from Mr. Brisbane, I have personally looked into the possibility of using the Brockton Times," and asked:

"Now you had received some instructions or suggestions from Mr. Lasker prior to that, or else you would not have known he wanted your department to give particular attention to requests coming from Mr. Brisbane, had you not?

"Possibly I did," Mr. Boring replied. "I often talked about various people and that we should treat them well and courteously, and probably Arthur Brisbane was included in it." Then, after a number of minor questions, Representative Connally asked the witness if he were not supposed to be courteous to everybody, and he continued:

"Yes, sir; but he (Mr. Lasker) said he wanted us to be particularly courteous to the editors of the big newspapers. We have had a lot of experience with them on the Shipping Board, as to the way the newspapers of this country treated American ships, and it has taken a long time and even yet we have not got to the place where they treat the American ships right, and everything we could do, particularly with the editor of a big newspaper in getting harmony, so that it will filter down through his staff, is good business for the United States Shipping Board."

After considerable further discussion of the matter of instructions and Mr. Brisbane's attempt to secure Mr. Lasker's influence in behalf of the Brockton Times, Mr. Boring assured the committee that the paper received no advertising from his department. He then further explained the attitude of Mr. Lasker and his de-

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An Advertisement That Made Money

TEST of advertising media was conducted recently by The S. Le Mur Company, manufacturers of the Le Mur Home Waving Outfit. They offered a new hair-waving machine to anyone who sent \$10 for supplies to be used in operating the machine. Identical copy and space was used in four publications having a combined circulation of about 5.000,000.

Here are the figures showing the percentage of total results produced by each medium:

The Christian Science Monitor.	Orders	Inquiries
Paper A-Rotogravure	0	28%
Paper B—Rotogravure	10%	12%
Paper C-Feature Section	40%	57%
_	100%	100%

With only 2 per cent of the combined circulation, the Monitor produced 50 per cent of all the orders received. The cost of the advertisement in the Monitor was 5 per cent of the total cost.

"The Christian Science Monitor was the only publication that not only paid out, but actually made money"so writes the advertiser.

The Christian Science Monitor

An International Daily Newspaper

Member Associated Press

Member A. B. C.

ADVERTISING OFFICES

Boston, 107 Falmouth Street
London, 2 Adelphi Terrace
Cleveland, 1658 Union Trust Bldg.
Cleveland, 1658 Union Trust Bldg.
Detroit, 455 Book Bldg.
Kansas City, 705 Commerce Bldg.
Los Angeles, 620 Van Nuys Bldg.
San Francisco, 625 Market Street
Seattle, 763 Empire Bldg.

partment in gaining the good-will

of the newspapers.

In bringing up the subject of agencies, Mr. Davis again evidently attempted to establish Mr. Lasker's influence in the selection of agencies and mediums. He referred to a letter written by Mr. Boring to Mr. Sollitt regarding the discontinuance of the services of two foreign language agencies, in which he found the statement, "You are fully acquainted with the backers of these organizations and the reasons for their selection."

Mr. Boring said that the subject of changing agencies had come up in a conference with Mr. Love and Mr. Sollitt, and that he had been requested by the latter to write him before taking action; and when questioned by Mr. Davis as to whether he had something in mind when he wrote the sentence quoted, he replied:

"Yes, I had in mind our conversation in which he said we were to use those agencies, that they were selected for very good rea-What the reasons were, I sons.

do not know.

Several other letters were then read by Mr. Davis, whose questions dealt with the possible influence of Mr. Lasker or his office in the selection of agencies and mediums. The letters were, in each instance, of a soliciting nature, and the writers were obviously attempting to secure Mr. Lasker's influence; but Mr. Boring's replies were to the effect that he had not used the publications mentioned, or that if he did use them they were selected only on a basis of their qualifications as advertising mediums.

As a typical instance of this, some correspondence was read from a newspaper which had run an article favorable to the Shipping Board, and it was pointed out by Mr. Davis that the paper had received considerable advertising; but Mr. Boring insisted that the article had absolutely nothing to do with the selection of the paper. It was not shown that Mr. Boring had referred to the article in any of his letters regarding the publication, and when questioned as to Mr. Lasker's referring to it, he replied:

"Oh, yes, that is possible. But I bought the advertising space, and anything published by any newspaper has never been taken into consideration yet in buying advertising space, since I have been there," and innumerable questions, with repeated reversion to the subject throughout the day, failed to change in the slightest the testimony of the witnesses on this point.

As a fair sample of the testimony brought out regarding Mr. Lasker's supposed dominance of the advertising department, Representative Cooper interrupted the examination of another commit-

teeman to ask:

"As a matter of fact, during this time, Mr. Lasker could at any time have removed you, could he

Mr. Boring-"Well, I rather

think so; yes.

Mr. Cooper-"Exactly. Then, when you were consulting with him and he gave his opinion on a subject of great importance, you were inclined to yield to Mr. Lasker?"

Mr. Boring-"No, sir. Never in the correspondence or anything. Even that correspondence there will show that I did not yield to him. . . . He could give me instructions through Mr. Love, yes, but I would not yield to him.

Mr. Davis-"Did you not apply to Mr. Lasker for the job you have now?"

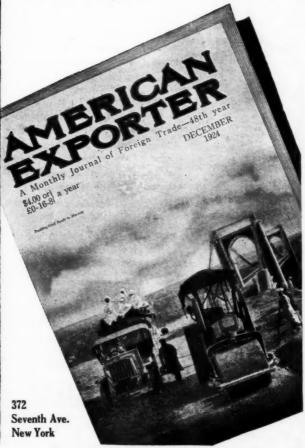
Mr. Boring-"No, sir." He then explained that he was employed by Mr. Love, who consulted with Mr. Lasker, he understood.

Following this, several of the committeemen examined the witness regarding the placing of advertising in specific publications; but in no instance was it admitted or shown that a medium was selected for any other reason than that of estimated pulling power, or that Mr. Lasker had anything to do with the selection of me-diums. Finally, Mr. Davis asked the question:

"Mr. Boring, did you have any policy or agreed plan with regard

72% AHEAD

In the six months ending November 72% more new advertising was written for the AMERICAN EXPORTER than in the same time last year. More and more manufacturers are acting on the present export trade improvement.



The World's Largest Export Journal

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An Average Of One in Ten

of our subscribers has written a letter to the editors of the Capper Farm Press since the first of this year. Many wrote to our service departments, some sent for patterns and booklets, while others requested personal advice, editorial discussion, or sent in stories and suggestions.

As our editors help them to work, to play, to earn; so do our advertisers help them to buy better and live better. The responsive interest which our subscribers have in our papers, includes both editorial and advertising contents.

One in ten!

Are you using farm papers with a demonstrated appeal?

CAPPER FARM PRESS

// Topeka Kansas

Arthur Capper, Publisher Marco Morrow, Asst. Publisher

to carrying advertising in morning papers, as distinguished from evening papers, or vice versa?"

" the witness replied; "we "Yes, followed the policy of using only morning papers for a long time, and do yet largely. There is a and do yet largely. very good reason for it, because all of the passenger vessels-and this applies only to passenger advertising-all of the passenger vessels carry freight, and our advertising serves a double purpose. We must reach the passengers and we must reach the freight shippers, and the morning paper is the one that is the most effective. There is in every large city at least one good morning paper, and there is in every large city at least one good evening paper, and there are others so good that they would justify our buying some of their white space. To go into all that list of papers, we would have to spread our advertising so thin that we could not make any showing. So it is necessary to confine it to one of the two, and the morning papers were selected for the reason that they do reach the shippers. We have varied that some We are using an in the past. evening paper in Philadelphia, one in Boston, one in Detroit, one in Chicago, and I think one in San Francisco; and, beginning the first of the year, we are going to use two evening papers in the city of New York.

UNINFLUENCED BY MR. LASKER

This encouraged more reference to letters of solicitation from evening papers addressed to Mr. Lasker; but scores of questions from several members of the committee failed to trace any influence on the part of the Chairman of the Shipping Board in the selection of advertising mediums. The discussion included rates, circulations, editorial policies and other phases of the newspaper publishing business.

In determining the value of mediums, Mr. Boring said that shortly after he joined the organization, he made a check up of the records to see the number of inquiries received from each publication and to discover the results

obtained, and he explained the method in this way:

"We put some device in the advertisements that invites people to write to us and inquire for further details concerning our pas-The same copy senger service. for a given date may appear in a number of newspapers and magazines for a given month, and the results obtained in the way of coupons, or inquiries, the results of that advertisement, will tend to show the relative value of those publications for our advertising. . . . The list changes continuously, according to the results obtained. We go further than that; from time to time we check the passenger lists from the various lines against our records here in Washington, which records contain the names of all persons who have inquired, and when we find that a passenger has sailed on one of our ships, whose inquiry came in as a result of our advertising in a publication, we give that publication due credit, and it is a further check.

When questioned as to the cost of inquiries, he said that it varied greatly, and gave from the record of January, this year, as an example of how the system worked. said that the record showed that the department had spent \$7,132.20 in a certain newspaper and had received 333 inquiries at an average cost of \$20.79 per inquiry. Out of that number the department was able to identify only six passengers as having sailed. According to the same data, and for the same period, a competitive paper received \$10,635.36, and produced 479 inquiries, at \$22.20 an inquiry, and fifteen passengers were identified. "The number of passengers identified is only relative," he explained. "We only checked a limited number of passenger lists against that, but it was done from time to time."

Mr. Davis asked if the costs were not very expensive for the results obtained, and Mr. Boring replied that the part of his record quoted would indicate an excessive cost.

"However," he added, "the cost per passenger is only relative; we cannot check up our passenger list against our records in Washington. In the first place, we haven't the home address of a large percentage of the passengers, and in the second place we haven't the clerical help." He then admitted that the inquiry costs quoted were very high, and that, as of January 1, the report showed that the average for newspapers and magazines was \$9.33.

and magazines was \$9.33.

"That, of course," he explained,
"is very high, because in the late
fall we do not receive inquiries in
the same percentage as we do in
the spring. That inquiry cost
would go down much lower in the
next few months. That is about
the highest time of the year."

The indirect or unrecorded results of the advertising were inquired into and Mr. Boring said that he knew his records were far afield of actual results, explaining the reason as follows:

"A great many passengers are brought on the ships by going to a steamship ticket agent-passengers who became interested in our service through advertising. We give them the name of the steamship company in the advertisements, and they go to the local agent. We never have any record of their names. That is the way most of the business is brought in through advertising. This (the record) is simply for our agents to follow up, and, in addition gives us some idea of the relative value of the advertising mediums. You can see from this that the newspapers themselves develop whether they are going to be on our list or not. If they bring good results they are on our list, and if they don't they are off our list."

Mr. Davis—"Mr. Boring, what, in the line of your experience, would you consider a fair and justifiable cost per inquiry per passenger with reference to advertising?"

Mr. Boring—"Well, it can go as high as \$10 and still be very profitable, so far as those inquiries are concerned, if they receive the necessary follow-up and sales campaign."

The active and inactive lists of

publications used was then taken up in detail, and Mr. Boring was asked to state why he dropped specific publications, one of which produced inquiries at a cost of \$2.82 each and the others at less than the average cost. In one instance, he said that a publication produced inquiries at a very low cost, but that it was impossible to develop passengers from them because a very large percentage of them were from school children and others who were not prospects. And in reply to a question as to why he kept The Churchman on the active list when his record showed that it had produced but one inquiry at a cost of \$475, he replied:

"That was done because The Churchman is a paper that reaches a large part of the missionaries, and a large percentage of our Pacific business is missionary business. The Churchman itself fosters a great many missions, and by advertising in that publication we gain the good-will of the mission people and the secretaries of these various missions who send the missionaries."

Mr. Davis—"How do you know it produced results if you only got one inquiry?"

Mr. Boring — "Through our agents. Our agents and salesmen who are continually in contact with these missionaries, and the secretaries of the missionary society. They know they get business out of them. They get it in great blocks out there. I think 30 per cent of the current Pacific business would be missionary business."

INDIRECT RESULTS OF ADVERTISING

A number of other publications were taken up, and, while their costs were higher than the average, the witness explained that they were kept on the active list because there was a limited number of good publications in their field and that it was considered advisable to reach their audiences almost at any cost, that others were class publications desirable for the same reason, and, in the case of certain newspapers, that they were the best in their terri-

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tories and that agents demanded advertising representation regardless of inquiry cost.

Next the organization of the advertising department was brought up for inquiry, and Mr. Boring was asked by Mr. Davis to describe the organization of both the New York and Washington offices. He replied:

"In New York I have one assistant and one stenographer, one clerk and a messenger boy. In Washington there has been some change in the organization since Mr. Ford testified before this committee. There has been some transfer of personnel... We were doing a great deal of the passenger traffic work which did not come under the Washington pay-roll. This has been transferred now so that we just handle advertising work. Mr. Ford is assistant to the advertising manager. The Washington office is a clerical office."

Other questions brought out the activities of the Washington office in checking, crediting inquiries and other clercal work, and the entire process was fully explained by the witness.

During the second day's session the possibility of consolidating both inland offices and advertising was discussed at some length, and the witness was asked for his opinion on the subject. He said that he thought a consolidation of offices would result in economies, but that it was a matter entirely outside of his province. On the subject of consolidating the advertising he was more certain of his ground, and assured the committee that it could not be done resultfully.

Representative Lineberger brought up the question of names for advertising purposes, and asked if the use of "United States Lines" was not a better signature than "Emergency Fleet Corporation."

The witness replied that the word "emergency" was a very bad thing to attempt to sell. "We lose money all the time," he said, "particularly the United States Lines, because they are in the hands, just as all other North

Atlantic Lines are in the hands of foreign agents to a large extent. There are about 5,000 steamship ticket agents, and some 1,600 of them are good agents who book some first class and cabin business, and the rest of them are adjuncts to private foreign banks or private foreign-owned newspapers, or something of the kind. . . . Since the new quota law went into effect, it is a little different picture; but you still have to depend to a large extent on that class of people for your business, and when we advertise the 'Emergency Fleet Corporation' we are simply playing into the hands of our competitors, who go round to those agents, who are-well they are pretty dumb and they listen to all sorts of stories-and our competitors go round to them and say, 'Why you don't want to sell any tickets over that line, because it is going to be out of business in three months, and where is your money?"

"PUBLICITY" THAT MAY BE INJURIOUS TO FLEET

This brought up a discussion of the injury to the business of the publicity regarding the sale of ships and the impression that the Government is going to get out of the shipping business right away. After a number of questions, Mr. Davis summed up the matter with:

"In other words, let the assurance be given by those in authority that these trade routes are going to be maintained in their integrity either by the Government or by private interests who may buy them."

"Surely," the witness agreed.
"Then we know there is going to be an established service and you stop all those rumors. It will help business, I think, if it is understood that they are to pass to private ownership; but it must be definitely understood, in the meantime, or until they do pass to private ownership, that somebody is going to operate them, and that the ships are going to stay on the routes under all circumstances."

Next the witness was closely questioned regarding the rather numerous scare stories that have been published about accidents aboard the Leviathan and other vessels of the fleet. Mr. Cooper said that anything unusual that happened on one of the boats was called to the attention of the country by the newspapers, and that the most distressful experiences were widely published. "Now, why is that; who does that?" he asked.

"I can answer that, I think, partly," Mr. Boring replied. "I do not agree, Mr. Cooper, that anything that happens to a U. S. Line ship is stressed and given great importance; but anything that happens to the Leviathan is a big piece of news in this country. We are responsible for that ourselves. That is the best advertised piece of merchandise in the world today; it is the best known, it has come to be a big piece of news in this country, and any newspaper man who sees anything about the Leviathan stretches something about it."

Several members of the committee seemed to think that something should be done about this sort of news, which, they were evidently convinced, counteracts much of the good effect of the advertising. It was pointed out that several accidents to competitive foreign ships were practically ignored by the newspapers, while the slightest unfavorable circumstances in connection with the American ships were played up. Mr. Davis asked why a certain incident of the kind did not offer a good opportunity to counteract some of the unfavorable advertising of the news stories, and Mr. Boring answered:

"Oh, Judge Davis, we are talking about something that none of us can control. In the newspaper field, bad news is good news. You pick up any newspaper and you will find that what is bad news for somebody is what is printed. Even in conservative papers, bad news is printed. They do not say anything about the fact that somebody happened to do something particularly well; they devote the space to somebody who had bad luck or did something bad.'

The question was then raised as to competitors "stuffing" reporters regarding news of the American ships, and as to the possibility of advertising influence being used to secure the publication of alarming newspaper stories..

"No, I do not think it is possible," Mr. Boring declared, "in such cases, for anybody to influence the newspapers. I have been a newspaper man; I have worked on several of them, and it is not possible for anybody, even through the purchase of advertising space today, to influence a newspaper, at least not a good newspaper. It is, sometimes, with the smaller publications; but I say a good newspaper is not influenced by anything of that kind. nor can our competitors influence them.'

Regarding the publicity department, Mr. Boring said that he had nothing of the kind within his organization; that he had at one time, but that it had been transferred, and then passed out of He added, however, existence. that effort was still being made to prevent the publication of false and misleading statements regard-

ing the ships.

COMMITTEE SEEKS TO EXTEND KNOWLEDGE ABOUT AGENCIES

It required about two hours for the committee to exhaust the subject of publicity in all of its various phases, and then Mr. Davis introduced the matter of domestic advertising agencies. was explained that the advertising of the Fleet Corporation was placed through agencies only when it was to the advantage of the Corporation to do so.

'That is a different statement from what has been made heretofore," Mr. Davis said. "Now you have a contract, for instance with the Gundlach Advertising Agency,

have you not?"

Mr. Boring expressed some surprise that the agreement should be considered a contract. "It was 24

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EVERY NIGHT

Miss Alice Irwin, foremost authority on foods and cooking in the West, speaks to the housewives of Los Angeles over The Los Angeles Evening Herald's Radio Station broadcasting through KFI.

This same army of housewives eagerly reads Miss Irwin's articles in The Evening Herald, thereby offering a remarkable "tie-up" for foodstuff advertisers.

The Los Angeles Evening Herald carried more Foodstuff Advertising during the first three quarters of 1924 than any other Los Angeles newspaper!

LOS ANGELES EVENING HERALD

REPRESENTATIVES

G. LOGAN PAYNE CO., 401 Tower Bidg., 6 N. Michgian Ave. Chicago, III.

H. W. MOLONEY, 604 Times Building, New York A. J. NORRIS HILL, 710 Hearst Building, San Francisco simply a letter of instructions," he said, "telling them what to do and telling them what we were going to do. I suppose it could be considered as a contract."

It was established that the letter was signed by Ralph Sollitt more than three years ago, and Mr. Boring explained that it followed the usual practice in the advertising business, and that it can be canceled at any time. Mr. Davis then read the letter to the committee; it mentioned the usual agency service at the recognized commission, and then asked how much advertising was placed through the agency during the period from September 17, 1921, when the contract began, until June 30, 1922.

Mr. Boring could not answer until he referred to the record which was not at hand; but he said that, the year following, roughly speaking, he placed through the Gundlach Agency about a million dollars worth of advertising. An item of the record showing that \$5,083.76 paid to the agency for mechanical work was questioned, and the witness explained it as follows:

"That is 15 per cent commission on the preparation of mechanical work. That is the usual practice in the advertising agency business. I do not know of any agency that will take a contract now anywhere without they get 15 per cent on their mechanical work. There is a great deal of expense to them in handling that."

Assuming that the volume handled by the agency for the year was a million dollars, Mr. Boring explained that the agency commission was approximately \$150,000, or something less than that amount, since a few of the publications used paid less than the usual 15 per cent commission. And in reply to a question as to who paid the agency, Mr. Boring explained the rule of publications as to agency commissions and the fact that the agencies were paid through commissions allowed them by the publishers.

It then soon became necessary for the witness to explain in detail the complete service rendered by the agency. He said that an additional \$8,787 paid the agency for mechanical service was for work his department was not equipped to do, and said further that if his department had secured the people necessary to get the work out it would have cost more.

Mr. Bankhead asked if any proposition had been made to Mr. Boring, on account of the tremendous expenditure on the part of the Government, to give a reduction from the 15 per cent.

"It is impossible for any agency to do that," the witness replied. "The moment he did that, he would cease to be an advertising agent."

Mr. Davis-"Why?"

Mr. Boring—"Because the publishers have agreed together to allow that percentage to the advertising agent, with the understanding that the advertising agent would not rebate any of it to the customer. It would be a cutthroat proposition to do it."

throat proposition to do it."

Mr. Davis—"Is not that an illegal combination?"

Mr. Boring—"I do not know; but it is certainly done all over this country, not only in this country but in others."

Mr. Davis—"Is it not a fact that, placing as much advertising as the Government does through the Shipping Board or the Emergency Fleet Corporation, through its own advertising agency it could procure just as favorable rates as could be procured by an advertising agency?"

Mr. Boring—"Through what advertising agent? You say through its own advertising agency?"

Mr. Davis — "Yes. In other words, you as the advertising manager, why could you not go on and procure just as good rates for advertising as are procured by the Gundlach Advertising Agency?"

Mr. Boring explained why and submitted to the committee several forms from large publishing concerns which stipulated their terms and provisions for the recognition of agents. And a great deal of

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THE CALL

evening competitors With a lead of 33625 he Callie Circulation our nearly equals

New Bedford
is the
fourth largest
market in
Massachusetts



The Fine Textile Center of the World

WHEN her whaling ships rode the seven seas, "Little old New Bedford" was one of the richest cities in the United States. The six-times-larger New Bedford of today, leading all the cities of the world in the manufacture of fine cotton goods, makes tools, dies, silverware, cut glass, paper goods and soap as well. New Bedford's growth and prosperity have always been closely linked with two dominant newspapers.

The Standard Mercury now reaches 97 out of every 100 homes in New Bedford—a unique coverage for every advertiser who has goods to sell in prosperous New England.

NEW BEDFORD STANDARD MERCURY additional explaining was necessary before the committee finally apparently understood that the net expense to the Government would be the same whether its advertising, under the present dispensation, was placed directly with the publications or through a recognized advertising agency.

Representative Cooper seemed to understand this as a combination in restraint of trade, and asked, "So that, to prevent cutthroat competition, the newspapers and the advertising agencies are in a combination; is that right?" Then, after several other ques-

tions, he said: "Let me get the facts, first. As

I understand, the newspapers, the big ones, and some of the magazines, I suppose, are in a combination with the advertising agencies to fix rates?"

Mr. Boring-"Oh, no, they do not fix rates.

Mr. Cooper-"What are they in combination for?"

Then Mr. Boring explained that they are not in combination with the agencies at all, and again outlined the procedure of the agency business. Next the subject of rates came up, and Mr. Davis asked:

"Do you not also know that lots of publications have their regular advertised or fixed rates and that they do deviate from them?"

"I do not know any such thing," "No, sir; if the witness replied. they do, they are such a small factor in the whole field that they do not count for anything."

Finally, Mr. Davis summed up the entire agency proposition from the committee's evident point of view, with this question:

"Now I want to ask you about this: Could we incorporate an that would advertising agency handle the account of the Emergency Fleet Corporation and the account of the Treasury Department and the account of the Post Office Department, Civil service and various other organizations of the Government?

Boring-"Yes, I rather Mr.

think so."

Mr. Davis-"And get the 15 per

cent discount either for the Government treasury, or give the various departments the benefit of it-in other words, save it to the public treasury?"

Mr. Boring-"Possibly so. do not know how it would work out-the Government going into the advertising business. That is what it would amount to."

Mr. Davis-"I am talking for the Government, in order to save the taxpayers' money, to handle

their own advertising.

Mr. Boring-"I do not know. It is a new thought to me. It does not sound very good to me, be-cause I do not believe much in Government ownership and I do not like to see the Government go into things of that kind. In the long run, I do not see how you would hold much money in the public treasury. That \$150,000 a year gross to the advertising agent is not all net profit. They have a lot of expenses in that.

Mr. Lineberger-"And if we lost money in it, why the Treasury would have to bear it?'

Mr. Boring—"Exactly." Mr. Davis—"Have you had any connection with the Gundlach agency, further than as the advertising manager of the Emergency Fleet Corporation?
Mr. Boring—"Oh, no; none

whatever. I never knew Gundlach until I came to the Shipping

Board."

It was then soon established that the appropriation for the fiscal year ending in June, 1924, was approximately \$1,550,000, and that somewhere between \$900,000 and \$1,000,000 was placed through the There was Gundlach agency. considerable bickering over commissions to foreign agents, salaries to special employees and other details. The witness explained that much of the foreign advertising was placed through the Dorland Agency, and much of the ground previously covered had to be retraced to bring the relation of the department with the Dorland Agency within the committee's understanding.

"Are you satisfied right now," Mr. Davis was asked, "with our present European advertising?"
"I am in all but one particular,"
Mr. Boring replied. "We do not

spend enough money."

Mr. Davis was one of the committee which toured Europe last summer, and he observed, "Well, from what I could see and hear, they do not seem to be getting much results."

Mr. Boring-"They're not

spending enough money."

Mr. Davis—"They are not getting much results for what they

are spending."

Mr. Boring—"We carry more passengers on the trans-Atlantic run for the steamship berths available than any of our competitors. That is the only difference I can see."

Mr. Davis-"Do you mean com-

ing back?"

Mr. Boring-"Both ways."

Questions regarding the small amount of money spent in Europe in comparison with the appropriation for this country brought the reply from the witness that 75 per cent of the passenger business is composed of round trips, and that the department does more advertising to the American people over there than anybody else.

"Advertising to the American people in Europe is dead easy," Mr. Boring said. "You only have four papers to cover, possibly five, because there are two London papers and I am only taking one, the Daily Mail, and possibly the Express; and in Paris we have the Paris Edition of the Chicago Tribune and the New York Herald-Tribune, and now the Paris Times, which is coming to the front very rapidly."

The reason for the comparatively small amount spent for freight advertising was explained by the witness in this way:

"Well, the passenger business is something than can be sold by advertising. The freight business can be interested by advertising. The freight business is something that must be sold by personal contact, by salesmen going in and talking to the shipper." And he went on to say that rates also apply, that the shippers have to be

solicited continuously, and that his department mailed circulars every month to a list of 17,000 shippers.

The importance of the American marine to importers and exporters in this country, and its effect in keeping ocean freight rates at a low point were discussed at length but during the afternoon session of the last day of the examination of the witness the committee got back to the subject of advertising.

After some general discussion, Mr. Davis recalled that some of the witnesses called before the committee in Europe last summer testified that they knew nothing of the advertising until it appeared. These were agents and others connected with the Shipping Board. As an example, Mr. Davis mentioned a lot of advertising material, such as cards and posters, which the committee noticed in the trains and hotels, especially those which advertised the North German Lloyd. The general complaint was that the advertising of the agent overshad-owed that of the Shipping Board; but it was developed by the answers of the witness that the material complained of was prepared and furnished by the German agent and not by the Shipping Board.

Much of the afternoon was taken up with rehashing the subject of Mr. Lasker's supposed influence in placing advertising, and with much the former result.

There was also much talk of competition, and the witness stated that at least two competitive lines are spending more money for advertising than is the Shipping Board. Mr. Lineberger mentioned the Canadian Pacific as one of the most successful competitors of the Shipping Board, and asked the opinion of the witness regarding the possible eventual sale of the lines to the transcontinental railroads. He also discussed the possibility of selling the lines to port communities on a basis of half payment with a five-year option, and questioned the witness as to the probable effect of the transition of ownership under such a plan on the sale of service.

How Warehousing Can Protect and Finance Merchandise

Third and Final Article of a Series on Increasing Sales and Reducing Costs through Warehousing Based on a Two-Year Field Survey of the Entire Country

By H. A. Haring

FEW manufacturers do not face Nor do these competition. competitors always show that spirit which regularly emerges in the newspaper field when disaster disables a printing plant-for rival newspapers forget the animosities of their editorial columns to offer composition and press facilities to the handicapped "other paper."

- st - e y

Manufacturers, accordingly, find it quite essential to have more than a single egg-basket. Their trade is shielded from any one calamity if the goods are warehoused at separated points. That factory whose product is, for other reasons, warehoused at strategic centres gains also a measure of lessened risk. Its measure of lessened risk. Its goods are distributed. Prosperity is assured by the mere fact that the goods are not all at one place.

The logic is irresistible. It is not the part of good judgment to subject everything to a single disaster. A manufacturer of soda biscuit has twice lost "bakeries" through fire, but in neither case has the buying public suffered the least inconvenience for lack of goods. Dealers have been sup-plied from warehoused stock until shipments could arrive from more distant factories of the company. The most conspicuous manufac-turing plant to be seen on the New York waterfront reports that it is a rule of the concern to hold in public warehouses (at five points) a full six months' output of the factory. Says the management:

It would be folly to take the risk. Some disaster might easily put the plant out of business for months. We have no branch works—intend to have none, and we regard it cheap insurance to hold half a year's output on our "special inventory creamed to have the property of the property of

To prevent the stock becoming stale, the warehoused goods are ordered out in rotation-oldest in store always in line for next ship-

Similarly, a Cincinnati soapmaker stores in public warehouses of twenty-odd cities "with an inventory red-line of four months' maximum output"; a maker of breakfast foods holds "in two Chicago warehouses the equal of six months' supply for the country"; a prominent cigarette-maker says their company "never has less than a two months' stock of packaged cigarettes in New York warehouses, and probably twice as much in other public storages.

Manufacturer after manufacturer has been encountered in the course of these warehousing interviews who has told of holding his trade without loss or disappointment of a single account while the factory has been crippled or laid idle through fire or tornado or labor trouble. The other side of the picture was drawn in a confidential talk with the national president of a certain labor union, who thus spoke of a strike then in prospect:

We're licked sure's fate if we call the men out. The owners are "hep" to the old game. I know for a fact that A and B (naming two leading manufacturers) have got stock enough on hand to last a year. It's where we can't touch it, either, because they've got the stuff scattered all over the country. All they've got to do is to order it shipped to their trade, same's usual. The cash'ill be coming to them regular while our men'ill cut loose and go to work somewheres else.

Distant storing possesses mani-fest advantages beyond that of lying at strategic marketing and rate-breaking points — advantages of being safe from factory disas-ter. If fire should occur, the warehoused goods are safe. If

strike be the trouble, the same cause would have prevented shipment of the stored goods, because the workmen of the shipping department would be laid idle just as much as the labor for fabricating the goods. Similar advantages are found at times of railroad paralysis, the workings of which are rather obvious.

Banks, under the leadership of the Federal Reserve Board, have factored in distant warehousing of manufactured goods, their influence in this respect being a matter of recent development. They seek protection from some of the moral hazards, one of which is found in the fact that fire losses are not always accidental in origin.

It is the experience of fire underwriters that fire losses increase notably in bad times while they diminish in times of prosperity. Tables of fire losses reveal the discomfiting fact, indelibly written, that incendiarism is an enormous factor. It is, for instance, a colloquialism among underwriters that the "week follows in the colloquialism is an enormous factor."

lowing Christmas is the hottest week of the year"—"hot" referring not to weather but to fires. The approaching January inventory-taking which requires the retailer to take stock of unsold holiday goods applies also to the manufacturer of seasonal goods, who may be tempted to "sell the goods to the underwriters."

Out of this condition has come the habit of banks, whose borrowers may look questionable, to insist that manufactured goods (sometimes raw materials) shall be warehoused with third parties, that is, public warehousemen. In this manner is curbed any possible temptation to convert unsalable goods into cash through having a fire.

In New York, as one example, it is the rule of several banks that if they make heavy loans against manufacturers' stocks of silk (either raw or in the piece), of "piece goods," or of millinery, the goods must be warehoused beyond the exclusive control of the borrower. Baltimore banks follow a similar promore banks follow a similar pro-

THE BUCKE
GLEN BUCKE
COMPANY
ADVERTISING
CHICAGO



7 cities, seven minutes apart; the heart of The Capitol District—a rich, compact territory dominated by two great newspapers which have never failed on a meritorious campaign. Helpful cooperation.

THE KNICKERBOCKER PRESS
ALBANY EVENING NEWS

cedure in their dealings with canneries, as do also the banks of the Pacific Coast with the canneries of fruit and fish. In this manner the public warehouse becomes a support of the morals of the community—more properly speaking, of a part of the community that possess uncertain morals.

Reference has been made to the reluctance of manufacturers to put goods into storage, either at the factory or with public ware-housemen. This attitude is traditional

The one great and compelling reason for thus shunning stored goods has been that they represented dead value. Although manufactured articles represented to the factory greater investment than the raw materials from which they had sprung, such goods were yet not liquid assets. The factory's inventory was augmented by the "finished state" valuation but the borrowing ability of the manufacturer was not appreciably bettered. Until very recent years the factory which

manufactured goods much in advance of demand was merely tying up that much additional capital.

WAREHOUSING IMPROVEMENT

Twelve or fifteen years have, however, wrought a complete change. The change has come through the improvement of public warehousemen, modern construction of buildings, more exact legal definition of their liability, greater validity to the warehouse receipt, uniform warehouse receipts laws, etc.) and also through the changing banking practice of favoring paper backed by concrete goods rather than "name paper" (particularly the commodity paper regulations of the Federal Reserve Board).

Warehoused grain and whiskey, cotton at some centres and to-bacco at a few, always were readily ascertainable and they were warehoused under strict supervision either of the exchanges or the Internal Revenue Department, Sugar and rice, wool



STANFORD BRIGGS INC.

ADVERTISING ART 392 FIFTH AVENUE, N.Y.

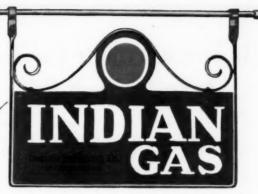
Layouts, Designs, and Illustrations for every purpose in every practical technique.

TYPOGRAPHY & PRINTING

1924

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Selling on the SPOT

ALTHOUGH the agency sign is a "silent salesman," it can attract and persuade the buyer, as all good salesmen do.

The Indian Refining Company realizes the importance of a permanently attractive sign at all its filling stations. That is why this company picked an "Ing-Rich" Sign of shining porcelain colors (fused into steel) that will defy decay for years to come.

To fully appreciate the attractiveness and durability of "Ing-Rich" Signs, it is necessary to see a sample sign. May we send you a miniature sign and catalogue for your file? Not the slightest obligation. Write.

Ingram-Richardson Manufacturing Co. College Hill, Beaver Falls, Pa.

ĨNG RICH SIGNS

Fadeless Publicity in Everlasting Porcelain

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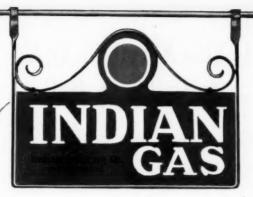


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Layouts, Designs, and Illustrations for every purpose in every practical technique.

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ING-RICH SIGNS

Fadeless Publicity in Everlasting Porcelain

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Is This A Tribute To Us--Or To The A. B. P.?

B. & L.* stands 28th on the list of space used by each advertising agency in A. B. P. publications during 1923.

A total of 518½ pages—led only by such large and established agencies as Rickard, Ayer, Rankin, Campbell-Ewald, etc.!

And all in three and one-half years!

Well do we remember the day we "hitched our wagon to a star." Determination ruled—but little did we realize that in less than four short years we would be placing so large a percentage of the total space used by agencies in A. B. P. publications.

And why did we get such a pleasurable shock when we first saw the list?

—Because we paid more attention to building our clients' businesses than we did to our own!

We would like to pay attention to the building of YOUR business—at present we can service only one new account—is that one yours?

Bissell & Land, Incorporated

An Advertising Agency

337 Second Ave.

Pittsburgh, Pa.

and cold-stored goods, as well as all manufactured goods and general merchandise were accorded very limited collateral value. Too often the extent of credit extended was about that to which the borrower would be entitled on his general standing without regard to the goods hypothecated.

Today, on the contrary, the warehouse receipt is thought of more commonly as a document for use as collateral than as any other thing. The change from former years is complete. Stored goods—meaning for the present purpose, manufactured goods of general nature—are no longer dead values. They have become liquid assets. They remain, however, as dead as ever, commercially speaking, so long as they rest in the possession of the manufacturer. If stored in the factory storeroom, or the private storeroom of the branch agency, their collateral value is exactly as it always was—nil. All the while they are a tangible asset, but they are converted into being liquid assets only when entrusted to the public warehousemen.

Herein lies a most unique service of the public warehouse. For the moment that a stock of manufactured goods is lodged with a public warehouseman it becomes a segregated lot of the goods. It is no longer merged in the general inventory of the manufacturer. It becomes an entity of itself, separated and segregated from all other assets. It is under control of a disinterested third party whose duties and liabilities are

distinctly defined under the law. The goods as thus segregated are no longer liable for the debts of the owner; they may not be attached; no lien can attach to them other than that of the warehouseman for charges; they may be specifically insured; and the goods represent only sound value, being new and unused. Such goods make ideal collateral, meeting, as they do, the need of the banker by being wholly divorced from control of the borrower.

When a manufacturer has reached the limit of credit that his

banks will or can extend, additional working capital must be secured by offering collateral or by personal endorsements. But on staple goods, either raw material or manufactured product, deposited with a public warehouseman, instant and liberal loans may be negotiated, which cannot be obtained on the same goods so long as they remain on the owner's premises. The merchandise warehouse renders, in this manner, a peculiar and distinctive service to the manufacturer. The goods receive, immediately and by virtue of that separation, an enhanced value as collateral.

The Federal Trade Commission, in a pamphlet, thus states the situation:

The small manufacturer, the country storekeeper, and the retail merchant often do not get at the banks the credit they ought to receive, due to the fact that they are unable to present balance sheets in accordance with good business practice. These men, as a rule, are just as good business men, in many respects, as those of larger operations. They have brains, ability, knowledge of their wares and their customers, but they do not speak the language of the banks, in that they are not able to present a statement showing their assets and liabilities.

Nor is this service of the public warehouse of economic value only to the small merchant. Cotton mills and tobacco factories, manufacturers of every conceivable sort, regularly hypothecate warehoused goods to obtain additional capital.

In the early months of 1921, the entire country watched in admiration a spectacular exhibition of this principle of warehousing manufactured goods. Early in that year our most conspicuous automobile maker attempted to obtain renewal or extension for \$35,000 .-000 of his short-time notes. It was a matter of public information that he had \$7,000,000 employees' bonuses to pay in January, with \$18,000,000 Federal income taxes due in March, and that his treasury held but \$20 .-000,000 of cash and quick assets as against this total of \$58,000,-000 plus current demands to operate the plant.

Money conditions at the time

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The Decision

The judge sits on his bench and with impartial ear hears both sides of the case before rendering a decision.

The public constantly sits in judgment on the material you turn out. And there is no keener, more critical judge than the public.

Will your catalogue, advertisement or folder get a favorable decision? That will depend largely upon the "strong arguments" in your behalf, put forth by your engraver and printer. Have you stated your entire case to them, so that they will be fully prepared for the "summing up"?

Tell them the general impression you wish to convey, the size of the advertisement and the kind of paper. This facilitates their work and contributes to general success.

Gatchel & Manning, Inc.

PHOTO-ENGRAVERS
Philadelphia

were unfavorable. General business was greatly depressed, particularly in agriculture - which had direct bearing on the sales volume of this manufacturer. The conditions named by a bankers' syndicate for renewal of the loans were regarded by the borrower as unreasonable, "confiscatory." Yet his Yet his credit was beyond question. The huge sum required simply made impossible all the ordinary ways of borrowing from a single bank or group of banks, save on the terms nominated by the syndicate.

THIS PLAN WORKED WELL

Within ninety days, however, the Detroit manufacturer cleverly converted the inventory of his factory into such liquid form that he was enabled to pay off the notes in cash. His method was simple. Automobiles and tractors, together with repair and replacement parts, were shipped to his thirty-five branch assembly plants and to his 2,800 agencies and sub-agencies. Each of these consignees warehoused the goods upon arrival, storing them with public warehousemen in his own locality.

Then, upon the corresponding warehouse receipts as collateral, loans were made from local banks. and with the proceeds of these scattered loans payment in cash was made to the factory at Detroit. By this method, in a very brief time, without advance preparation, there were obtained tens of millions of dollars, upon a minor portion only of the security which the Detroit manufacturer had originally offered to the syndicate to be pledged for an equivalent loan in a lump sum. So widely distributed were these local loans that no effect was perceptible on the general banking or credit situation. It was, in short, merely a spectacular demonstra-tion of a service which the warehousing industry furnishes every day of the year to a multitudinous number of owners of goods in store.

Manufacturers may also convert their warehoused goods into liquid assets by a slightly varying

form of public warehousing. Under one type of warehousing. known as "custodian warehousing," the goods may be stored on the premises of the owner, segregated and separated from all other goods and lodged in a structure by themselves, under guardianship of an authorized and independent custodian, who alone controls the property. The custodian principle is widely used in warehousing agricultural products. It is also elaborated by the Board of Trade of the city of Chicago for elevators and pro-visions warehouses, as also for similar purposes by the Chamber of Commerce, of Milwaukee, and tthe Hay & Grain Exchange, of Cincinnati.

The manufacturer, ofttimes, wishes to realize something on the intrinsic value of his goods immediately upon the creation of commercial value by the fabricating processes. Sometimes he is hampered by transportation tieups from shipping, as for instance when car shortage or embargo play havoc with his marketing schedule.

Perhaps no better example of the custodian warehousing principle can be cited than that of the concerns who pack canned goods. The system is identical with vegetables in Maryland, salmon in Washington and fruits in Cali-

The goods are packed ("canned") at the season of harvest. This is often the very time when the local railroads are straining their facilities to furnish cars and move to market the flood of green or fresh produce from that very district. To haul the canned goods (which might wait) at the identical time imposes a hardship on all parties. Even if the canned portion of the crop is to be shipped but a short distance to some neighboring city for warehousing the result is the same. Cars would be required.

Such movement is known in traffic circles as "dead transportation" for the reason that it is, economically, wasted transportation. The neighboring warehouse is in no sense a distributing

"Punch" SELLS MOTOR CARS

THE following appreciation of the value of "PUNCH" for the advertising of Motor Cars has recently been received from a regular advertiser in "PUNCH'S" columns:

"'PUNCH' is the only paper which in my experience I have actually known to be carried under an enquirer's arm when such enquirer was calling on an advertiser therein. Recently this has occurred many times, the usual remark being, 'I want to see this...' and being accompanied with an indication of the advertisement in question."

People who buy cars buy lots of other good things, and so it has become an axiom that "PUNCH" is the supersalesman of all kinds of high-class commodities and service.

Already all space is sold in many issues throughout 1925.

Advance Booking is Always Essential.

MARION JEAN LYON

Advertisement Manager, "PUNCH"

IO, BOUVERIE STREET

LONDON, E.C. 4., ENG.

point. It merely serves to render the goods available for credit, the transportation being a total loss in expense as is also all the han-

dling.

Through resort to custodian warehousing, the railroads are relieved of the demand for cars to move the canned portion of the crop while the owners of the goods are saved the needless costs. There enters, further, another feature of this trade in that labeling of canned goods is postponed until sale is made, in order that the labels may accord with the purchaser's wishes as to brand names, etc. With canned goods, therefore, all crates must be unboxed in order to label the cans, and then reboxed for shipment. The canning industry has a peculiar need, as a result, for the goods to remain at the factory, uncased and unlabeled until sold.

Under the custodian principle, a public warehouse steps in. It takes a lease of a portion of the cannery, usually a separate building. At all events, that portion of the factory is isolated from control of the management. Access is barred to the owner of the goods. Within the leased space the warehouseman stores the "pack" of the cannery, issuing warehouse receipts against the goods. These receipts become

bankable collateral.

The Federal Reserve Board in a series of rulings has declared such receipts fully eligible for rediscount, provided only that the warehouseman's control over the goods be absolutely divorced from interference by the owner. The fact of the "warehouse" being a structure owned by the factory does not impair the validity of the receipts, it being predicated of course that a valid lease has been made.

Examples might be multiplied indefinitely. Each winter at the close of the autumn "fairs" in Michigan, a warehouseman of Detroit leases all the sheds, exhibition halls and buildings in that city and for several adjoining counties. He also leases any vacant building that becomes available. These he uses for

storage of finished automobiles, stored with him by the manufacturers in anticipation of the spring demand. Custodian warehouse receipts are issued, upon which the factories borrow.

In the same city a leading manufacturer has erected a fine warehouse building this year (1924) on the factory site, which is leased to a local warehouseman for a similar purpose. This particular building is for the accommodation of cars sold for delivery within the "drive-away" territory, where distribution is impossible during bad weather. In this one warehouse, the custodian service is for account of the various dealers who are to drive away the cars in the spring, each car being warehoused in the name of the prospective owner-dealer (who has, of course, paid therefor). The receipts stand in their names and are probably hypothecated by them with home banks.

In the same manner, the slump in automobile sales in the summer of 1924 presented serious storage problems for the makers. Such buildings as unused livestock sheds at the Chicago Stock Yards were stored with automobiles, one group of these having burned with several hundred cars of a single make. Fair-ground buildings at many points were filled with finished cars, under custodian guardianship of a warehouseman.

WHAT A TRUCK MAKER DID

Another example of custodian warehousing, also from the automobile field, occurred two or three years ago when a leading maker of trucks became financially involved-so seriously that the creditor-banks would not permit the management possession of their raw material, even under the ordinary "trust agreement." A Detroit warehouseman, who served many Detroit manufacturers as custodian, persuaded the bankers at a meeting to solve their difficulty through the device of a custodian warehouseman.

The warehouse company accordingly leased several buildings in the city where the truck factory is n -- y, e e e e e ge

=The Religious Press for God and Country=

Truth

Established 1898 412 Eighth Avenue New York City, N. Y.

1 PERSON IN EVERY 5 in the United States IS A CATHOLIC

When you speak to a Catholic through the columns of a Catholic magazine you have an introduction to him. A Catholic reads a Catholic magazine in a spirit of complete trust. More than half the advertiser's battle is won when he breaks down the reader's skepticism.

TRUTH MAGAZINE is one of the leading Catholic publications—a member of the Catholic Press Association ten consecutive years—a member of the Audit Bureau of Circulations nine consecutive years.

TRUTH MAGAZINE can be greatly helpful in influencing sales in this worth-while Catholic market. The February number will go to press on the first of January.

Presiden

JOSEPH P. SHEILS Western Advertising Office 906 Boyce Building Chicago, Ill.

EDWARD P. BOYCE Eastern Advertising Office 706 Emmet Building New York, N. Y.

John J. Or ray

was located and took over confrol of both raw material and finished trucks, every item of both being accounted for each night and always under its control. The arrangement continued for nineteen months, with not a gear or spring, motor or body entering the factory during that time unless the warehouseman received a formal "release" from the banker who served as trustee for the creditors.

Another peculiar example of custodian warehousing was also unearthed in the same State (Michigan) in connection with its State prison system. This institution, in its manufacturing, is operated independently of the funds controlled by the State Treasurer. In the course of manufacture it is obliged to borrow from banks as an individual manufacturer would do. houseman operates A waretwo large warehouses, with his own employees in charge, in which are stored sisal, hemp, twine, etc., for account of the prison factory. Using the warehouse receipts issued by this custodian-warehouseman, the State institution borrows against its stock of raw materials and manufactured goods.

After two years given to a study of American warehousing in all its types, with hundreds of interviews over the entire country, one of the most impressive of all the conclusions is this: the use of public warehouses by manufacturers is bound to increase. It will, moreover, increase beyond any conception or imagination.

The "warehouse problem" for the manufacturer which did not exist ten years ago looms today as a matter he dare not longer disregard. Ever so little investigation shows that production of foodstuffs has tremendously increased since the advent of commercial cold storage. It is equally evident that, paradoxical as it may sound, better prices have been yielded to the grower while meeting the consumer's needs at a lower cost.

An identical result would seem reasonably possible for a wide range of manufactured articles—

is, in fact, being achieved for scores of products. Hardly a beginning has yet been made, although on all hands manufacturers have been forced to turn, with reluctance born of old prejudices, to public warehouses for the twofold purpose of absorbing their factory surpluses and of supporting their sales departments.

The American manufacturer has only begun to learn that the warehousing of goods, at distant centers, means greater manufacturing profits for the fabrication processes and that it is positively essential for successful selling. He must come to conceive of the warehouse as a distribution agency rather than as a mere place of storage, dust-covered and ratinfested.

The public warehouse will be featured more and more prominently in manufacturing, sales and merchandising policies. It is only a question of time when the public warehouse will be generally recognized and used. It would seem that the warehousemen could do a great deal toward establishing themselves more quickly by effectively telling their story to manufacturing executives.

William B. Walker Dead

William B. Walker, of the staff of The John Budd Company, publishers' representative, New York, died at his home in New Rochelle, N. Y., on December 13. His first position was with the business department of the Richmond, Va., Times-Dispatch. In 1910 he joined the John Budd Company, with which he has since been associated. Mr. Walker was forty years old.

Join Sternfield-Godley, Inc.

H. O. Straub and Abner P. Grunauer have joined Sternfield-Godley, Inc., advertising and printing, New York, as production and service manager, respectively. Mr. Straub was formerly president of the Everite Service, Inc. Mr. Grunauer was formerly with the E. W. Hellwig Company.

Wilmarth Show Case Company Appointment

The Wilmarth Show Case Company, Grand Rapids, Mich., which manufactures show cases for drug stores, has appointed The Green, Fulton, Cunningham Company, Chicago, advertising agency, to direct its advertising account.

1924

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The Picture that Saves the Story

A COMMENTARY BY JAMES WALLEN

HE Wall Street Journal once remarked that Supreme Court decisions make dry reading. A fairly good artist could illustrate a Supreme Court decision and make it electric with adventure and achievement.

Pictures in a desert of dry reading are the oasis on which the human mind may revel, rest and be refreshed.

Pictures make the best advertisement better and often save poor copy from the abyss of futility.

The photo-engraving industry is so effectively organized today that no matter where you are located, superb reproductions of pictures may be had without delay.

The American Photo-Engravers Association has set standards of quality which are respected by its members. They strive to make every engraving a credit to the craft.

"The Relighted Lamp of Paul Revere" is an essay which tells you how the photo-engraving industry has advanced toward its ideal of national service. A copy of this booklet may be had from your engraver or from the Association central office.

And remember, as the first advertising essential, "Your Story in Picture Leaves Nothing Untold."



Look for This Emblem

AMERICAN PHOTO-ENGRAVERS

GENERAL OFFICES . 863 MONADNOCK BLOCK . CHICAGO

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AS THE SPARKS FLY UP

Naturally, inevitably, does leadership come into its own.

Certain artists, certain writers of copy and certain media all enjoy an established position in the esteem of advertisers who are in the know.

It is a significant fact that those same advertisers, on examining some unusually effective piece of direct advertising will turn to the imprint and find there the legend, "Designed, engraved and printed by Corday & Gross"—which is just what they expected to find and amply justifies their appreciation.

The CORDAY & GROSS
Company

CLEVELAND and NEW YORK

ションボンションキシションホイヒモ そうじゅんしゅん

Ideas Your Dealers Can Use in Building Mailing Lists

Some Plans in Successful Use Which Manufacturers Would Find It Profitable to Pass on to Retailers

By S. H. Ditchett

Editor, Dry Goods Economist

[Editorial Note: Dealer-help material consists, in large measure, of direct-mail literature for retailers to remail to their trade. This part of the national advertiser's appropriation begins to draw dividends only when the merchant sends the literature to worth-while customers and prospects. That means the dealer must have not merely a mailing list, but a list that is actually rich in sales possibilities.

医原质检查医疗 医医皮肤

Comparatively few retailers possess the former and even a smaller number can boast of the latter. Meanwhile, a part of the manufacturer's advertising appropriation is not producing as it should

of the manufacturer's advertising appropriation is not producing as it should. One solution of this problem is to help retailers compile and maintain their mailing lists. Give them practical suggestions which they can use to their profit and to yours. A number of workable ideas are described in this article.]

A NEW ENGLAND department store built up a good-size list of names by playing up in newspaper advertising the slogan "Mail Orders Filled," this slogan being used in connection with offerings judged to be especially attractive. This store also held a "Special Mail Order Week" four times a year, these "Weeks" being advertised by an attractive circular, with special prices, mailed to the existing list of actual customers and prospective customers. Such circulars featured the statement that no orders resulting therefrom would be filled unless received by mail or by phone. Orders received were carefully checked up and each new customer received a letter expressing thanks for the order, mentioning the store's endeavor to fill it with promptness and with satisfaction to the customer, and requesting that in case of any lack of satisfaction the store be given a chance to rectify.

Various stores have adopted the idea of a huge cake in connection with their anniversary celebration. When slices of the cake are handed to customers and others visiting the store, a request that those receiving such portions write their name and address in a book provided for the purpose is sure to provide means of contact with many new prospects.

Registration of names and addresses has also been asked in connection with other special events or celebrations, especially those during which souvenirs have been given away. Baby-weighings and prizes for the finest infant have also been made occasions for obtaining many new names. Stores having in their furniture sections a model apartment or a "House Beautiful" add to their mailing list by having visitors register before entering the model home.

The Coupon Sale has proved an effective way of adding to the mailing list. In this method there is used a page or two-page newspaper advertisement divided into a large number of boxes. Each box contains a separate offering, with price, and also a coupon, together with the statement that those who present the coupon with their name and address legibly written thereon will receive a cash discount. Salespeople are required to take care of the coupons handed to them and turn them The coupons are then compared with the mailing list, and new names are added.

Quite recently a specialty store newly opened in New York City gave to each customer or visitor a postage-paid post card having on one side the store's name and address and on the other side these words:

"Dear Madam—Fill in your name and address and mail this

Reprinted by permission from Dry Goods Economist.

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Dominant for 16 years in Florida's Agricultural Field

He GROWER

A state paper of unusual merit, Reaching well-to-do fruit growers and prosperous truck farmers.

Representation

Wallace C. Richardson, Inc.

New York

John D. Ross

Chicago

George M. Kohn

Atlanta

THE FLORIDA GROWER Tampa, Florida

made by Grammes



Answered the request for a cover design that "commands attention." It adds dignity and distinction to a catalog. When is your next issue due?



Metal Specialties, Display Devices, etc.

card back to us and we will notify you of our Special Economy Events which we will announce to our regular patrons only."

Some stores instruct their salespeople to tell their customers in a tactful way of coming sales or other special offerings and to ask the customer to leave her name and address so that she may receive particularly early notice of such events and of the lines offered.

Salespeople are also asked to enter in a book provided for the purpose the names of cash "takewith" customers residing at a distance and also, when possible, to learn the new addresses of customers who are about to move from the city or town. Many stores have profited by this method to such a degree that they are still selling to customers who moved to distant centres several years ago.

The offer of an attractive calendar toward the year's close to those who will write for it and enclose a two-cent stamp has brought in many names. The purpose of the two-cent stamp request is to appeal in particular to better-class people, who are not so likely to be impressed favorably by the "something for nothing" idea.

A large store in the South added 700 new names to its mailing list within a period of two months. One of the means adopted was a series of cash prizes to salespeople for the largest number of names obtained from customers served in the store. Another was an advertisement for mail-order business, run once a week in six country newspapers, located, roughly speaking, in a semi-circle cut from the store's city, which is a seaport. This advertising, we are told, brought in as many as fifty orders in a week. Every letter was acknowledged personally, the tenor of the advertising and of the correspondence throughout being to the effect that the primary purpose of the store's mail-order business was to serve the out-oftown consumer.

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Other ways of obtaining new names are by reference to official lists of taxpayers and of voters, also school registers. church rolls, records membership licenses of various kinds, marriage records, building permits, records of real estate transfers, Names and addresses of newcomers in the store's city or town can be obtained from moving van concerns.

Canvassers have been employed by some stores to go out and visit towns or sections, farms, etc., within a suitable radius. Others have enlisted the services of school boys and girls, paying them a stipulated fee for each new name and address.

Some stores, instead of using canvassers, have a correspondent in every school district within a radius of say twenty miles, who keeps the store informed as to newcomers and removals. Usually the compensation for such services takes the form of a discount on goods bought at the store.

The help of the school teachers has also been enlisted, the promise of a suitable gift accompanying requests for such aid in getting new names.

CUSTOMERS' AID ENLISTED

A Western store has found customers themselves to be a good source of new names. From time to time it sends out with one of its half-yearly catalogues or with one of the sales circulars that go out three times a year blanks for customers to fill in, these blanks reading "Please send your catalogue to each of the following", with spaces for several names and addresses.

Among methods that have proved decidedly inefficient is the compilation of names and addresses from the social news columns of various newspapers. Without proper checking up and verification as to accuracy such information is of little value.

Similarly, the mere fact that circulars or other advertising are not returned by the postal authorities as undeliverable must not be

Your Headquarters Mr. Publisher

Where we offer you the following advantages:

Complete Photo-Engraving, Typesetting, Electrotyping, Printing, Mailing and Edition Binding, all under one roof. Editorial rooms where quiet prevails; away from the hum of the big battery of composing room machinery and presses. A place where the editor or advertising manager can prepare copy, read proofs, or close forms with the advantage of skilled advice, if requested. These offices have been made available through the enlargement of our plant, and every need and convenience for the buyer of printing "on location" has been attended to in detail.

WE EXTEND YOU AN INVITATION TO VISIT OUR DAYLIGHT PLANT

Music Tupography in all its Branches



AND ASSOCIATES
Where Federal crosses Nineteenth Street
CAMDEN NEW JERSEY

accepted as proof that this publicity has reached the customer. There is apt to be laxity about that kind of mail matter as regards its delivery-and also as to its return. Successful mail-order houses, when a catalogue comes back as "undeliverable," send to the address a letter under firstclass postage, enclosing a postcard bearing the firm's name and address. The one to whom this letter is addressed is asked to check the postcard so as to indicate that the address is correct, or, if the address is incorrect, to give the right address on the postcard. One mail-order house using this method is credited with the statement that 50 per cent of the names which seemed to be of no value because of the return of catalogues and other mail as undeliverable were shown to be

A merchant in Michigan who has built up quite a large business in a small centre employed in building up his mailing list what he calls "reporters." These people went out and obtained the names of residents of the nearby country, together with the names and ages of their children, and also information as to whether the family owned their home or rented it, and whether they owned an automobile.

In addition to such information the reporters were required to fill in on a card, according to their best judgment, blank spaces calling for the amount of merchandise bought by the family during the past year, the grade of the merchandise bought, and the proportion bought from mail-order This first survey, the merchant in question told the writer, brought in approximately 15,000 cards, and since the average family consists of five persons, this meant information regarding the consuming ability and habits of 75,000 people.

The merchant in question then proceeded to divide his list under the following classifications:

Buyers of fine merchandise. Buyers of cheap merchandise. Buyers of large amounts.
Mail-order house customers.
Property owners.
Renters.
Automobile owners.
Young women.
Girls of five to fifteen years.
Children of one to five years,
Boys of five to fifteen years.
Infants of one month to one year.

With such a classification the store is able to send the right parties advertising relative to fine linens, expensive draperies, or large rugs, omitting from such circularizing the people who could not afford that kind of merchandise. In like manner, letters or circulars relative to small children are sent only to mothers whose "brood" is still small in point of age and stature.

Early in the current year a store in a large Middle Western city began to classify its mailorder customers in a variety of ways. It now has in all 75,000 names. There are 4,000 names of extra-size women, for example. There are lists of customers for women's dresses, and for French hand - made children's cotton dresses. There are 19,000 names on the list of basement customers.

A list of customers for furniture, of whom 2,000 had bought recently and 3,000 were charge customers, was used for the purpose of notifying these people of a sale of rugs. This was the only way in which the rugs were advertised, and before 2 p. m. of the day named in the letter announcing the sale the rugs were sold out completely. Note that the salespeople were notified after that hour to report the names and addresses of all customers who disappointed. Ninety-six names were thus obtained. these customers a month later a letter was written and mailed by special delivery announcing another sale of rugs, and of these ninety-six customers thirty-five responded and bought 135 rugs.

Death of T. E. Huffington

Colonel Thomas E. Huffington, secretary and treasurer of Robert H. Foerderer, Inc., Philadelphia, manufacturer of Vici-Kid, died recently in that city.

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Opy produced by this agency is based upon knowledge of consumers' wants and viewpoints—not on guesswork or opinion

for example

HUNDREDS of thousands of women are using today double or triple the quantity of "Lysol" Disinfectant in their homes that they used several years ago. That increased consumption per user is the direct result of "new-use" copy which we conceived after house-to-house calls and mail questionnaires among several thousand women in all parts of the country. The story of "Lysol" advertising is just one of a number of campaigns we would like to show to you as proof of the sales power of Hoyt knowledge-built copy.



CHARLES W. HOYT COMPANY, INC. PLANNED ADVERTISING

Reg U. S. Pat. Off

116 West Thirty-Second Street, New York

Boston Office: Little Building Spring field (Mass.) Office: 3rd National Bank Building

An Agent's Viewpoint on Advertising Solicitors

A N advertising agent's side of the question, "How Can Advertising Solicitors Be Given a Proper Audience in Advertising Agencies?" was set forth last week by Gilbert Kinney, vice-president of the J. Walter Thompson Company in a talk before the advertising staff of the New York

Times. "As I grow older," Mr. Kinney said, "I frequently become resentful at two things. One is that when the party is over at night nobody seems to have sense enough to go home. And the second is that the salesman feels he must ask me how my golf game is before getting to what he has come to see me for. I believe he should come in with a program. I am not objecting to a little gossip, but if a man comes in to see me I want to know what he has come in to see me for first. We can take up the social side of it afterward. A salesman needs no apology to come in and talk directly of his We are very busy. I subject. think that is increasingly true of all business men. The pressure does not seem to relax. It seems to increase. I have been in the selling end myself. I am not unsympathetic. I like, so far as possible, to maintain those contacts, but I cannot maintain them on a social basis.

"I am glad to see people, if they have something important to tell me, and I am glad to see them at 9:30 or earlier in the morning. Practically anybody can see me before 9:30 in the morning. They very seldom can see me after 10 o'clock. They can see me Saturday morning. I think a salesman often has a mistaken idea of how he should fit into the other man's time. You see, we have our talks with clients, our active organization work which is surely under way from 10 o'clock on, and I very seldom see anybody after that time. But I will see almost anybody who comes in early in the morning. I don't say that this is typical. I don't say that it is general. But I think that it may work with some people.

"How great an asset it is to the salesman when occasionally he gets something in the way of inspiration from the organization back of him! I remember a friend telling a story about how when he was a young man he was sent down into Mexico. He didn't understand the language. He was lonesome. All he received in the way of mail were two little letters from the firm, criticizing him. Just two little critical notes. He got so mad that he went out and got drunk! And he made up his mind that if ever he was sales manager, as he is today, he would make his man feel there always is somebody back in the office who believes in him and will help him meet difficult conditions. salesman has to meet the resistance of the other man. It is a hard game. A game where your enthusiasm will at times lag. But if you will go in with an idea, if you will show that you have taken trouble, that you have thought it out in advance, if you go into the office and say, 'This is the thing I have come in to say,' and do it quickly, concisely, and interest-ingly, if possible, you will be developing the highest technique of modern salesmanship.'

Hotels Statler Appoints J. C. Burg

John C. Burg has been appointed director of business promotion and advertising for the Hotels Statler, Burfalo, succeeding D. G. Newton, resigned. During the last five years Mr. Burg has been associated with Harry A. Wheeler, of Chicago in conducting a campaign for the Chamber of Commerce of the United States to finance the Chamber's building project at Washington, D. C. A. H. Longbotham, who has been publicity director in the business promotion and advertising department, has

A. H. Longbotham, who has been publicity director in the business promotion and advertising department, has left to become associated with the Buffalo Evening Post, as announced elsewhere in this issue.

Death of Orval A. Cohagan

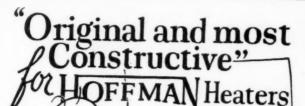
Orval A. Cohagan, for many years advertising manager of *The Nor'West Farmer*, Winnipeg, died in that city last week. He joined the editorial staff of *The Nor'West Farmer* seventeen years ago, coming from the United States.

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"It is, to say the least, original and most constructive from a business-building standpoint. This kind of co-operation is deeply appreciated, you may be sure".

THE SAN FRANCISCO BULLETIN

was selected by the Conover-Mooney agency of Chicago for its Hoffman Heater campaign because the agency knew the Bulletin reaches the HOMES of San Francisco. The Bulletin appeals to, and influences every member of the family circle. If it is the HOME you want to reach---use the Bulletin.

The Bulletin

NEW Ownership ~More NEWS ~ NEW Features ~ Watch it!

O'MARA & ORMSBEE, Representatives

NEW YORK

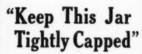
CHICAGO

DETROIT

SAN FRANCISCO



Tyal Company Use Amerseal



The Nyal Company are well aware that the lasting strength and remedial value of their hepatic salt depends on its proper protection from all air and moisture. So they chose as a seal for their package, Amerseal, the seal and reseal which they know fulfills their instructions—"Keep This Jar Tightly Capped."

The scientific mechanical construction of Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container, making a positive closure, easy to open and as easy to close. The Amerseal has no raw edges to cut the fingers. It will not rust.

The Amerseal can be profitably lithographed. Most representative manufacturers take advantage of this feature. They realize the merchandising, advertising and selling value of having their name, trademark, or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

Amerseal your product

A Better "Seal-and-Reseal" Is Not Possible

THE AMERICAN
METAL CAP COMPANY

Summit Street and Commercial Wharf

BROOKLYN

NEW YORK

DISTRIBUTION MOVEMENT AS INDICATED BY INDEX NUMBERS BASED ON DATA FROM GOVERNMENT AND NON-GOVERNMENT SOURCES [Base Year in Bold-face Type]

			1-tace Types		
	CANDY		RECEIPTS		
	Sales by Total 50			ADVERTISING	
1	manufacturer				Newspaper
	Relative to	Relative	Second Class ³	Relative	Relative
YEAR AND MONTH	1920	to 1919	(quarterly)	to 1913	to 1919
1913 monthly average			100	100	
1914 monthly average			103	95	***
1915 monthly average			106	94	
1916 monthly average		74	115	116	73
1917 monthly average		80	113	122	75
1918 monthly average		93	133	110	73
1919 monthly average	694	100	200	154	100
1920 monthly average	100	113	234	188	114
1921 monthly average		113	194	121	103
1922 monthly average		125	271	129	109
1923 monthly average		136	286	160	116
1923					
January	101	136		114	108
February		126	***	141	100
March		152	306	104	125
April		133	***	188	129
May		135		185	131
Tune	80.00	129	288	172	177
Tuly		115	***	141	100
August		123		123	96
September		127	257	145	111
October		148	***	185	130
November	400	144	***	184	126
December	446	171	296	172	122
1924					
January	114	142		143	110
February		137	***	159	106
March		149	312	181	124
April	0.7	146		203	128
May		141	***	197	126
June		128	294	181	116
July		124	224	135	91
August		123	***	115	91
September		141	***	147	113
October		158		181	
					* * *

Tandy sales from U. S. Treasury Department, Bureau of Internal Revenue, computed on the basis of a 5 per cent excise tax prior to January, 1922, and since January, 1922, on the basis of a 3 per cent tax (revenue act of 1918 superceded by revenue act of 1921). This column thus represents actual value of sales, not the taxes paid on sales.

The War Revenue Act of October 3, 1917, provided for an increase in the rate for first class letter mail from two cents an ounce or fraction thereof prior to November 1, 1917, to three cents an ounce or fraction thereof from November 1, 1917 to July 1, 1919, and an increase of the rate on postal and post cards from one cent to two cents each during the same period. Since July 1, 1919, the old rates on first-class mail have been restored. Under this act a stamp tax of one cent for each twenty-five cents postage charge or fraction thereof is collectable on parcel-post matter.

³Note that these data from *U. S. Post Office Department* represent quarters ending in the months specified, and the annual figures represent quarterly averages for each year, not monthly averages. The War Revenue Act of October 3, 1917, pro-

in the months specified, and the annual figures represent quarterly averages for each year, not monthly averages. The War Revenue Act of October 3, 1917, provided for a series of graduated annual rate increases on second-class mail as follows: Compared with a flat rate of one cent per pound previous to July 1, 1918, from July 1, 1918 to June 30, 1919, one and one-quarter cents, and since July 1, 1918, one and one-half cents per pound, these charges applying, regardless of zone or distance, to portions of publications devoted to reading matter. For the advertising portions the country was divided into eight zones, each with a graduated rate and its corresponding annual increases beginning with July 1, 1918, and reaching the maximum on July 1, 1921, making for the first time a differentiation between the rates on reading and advertising matter.

4These figures represent the number of lines of advertising carried by the leading magazines dated for the month noted, as compiled by PRINTERS' INK.

4Compiled by the New York Evening Post from twenty-two identical cities. New York, Chicago, Philadelphia, Detroit, Cleveland, St. Louis, Boston, Baltimore, Los Angeles, Buffalo, San Francisco, Milwaukee, Washington, Cincinnati, New Orleans, Minneapolis, Indianapolis, Columbus, Louisville, St. Paul, Birmingham and Houston and Columbus. The totals for those years were computed from the actual reports of the eighteen other cities, allowing 13.85 per cent of the total to the four missing cities, the average ratio of those cities to the total in the subsequent years.

**Six months' average—July to December inclusive.

**From the "Survey of Current Business." published by the United States Department of Commerce.

1,585,858

Guaranteed Circulation

Reaching 4 million readers in the Southern States

The strong influence of religious publications in the Southern Home is a well-recognized fact, and more than 4,000,000 members of the Methodist, Presbyterian and Baptist churches in the South present a highly fertile and virgin field for

National Advertisers

General Publicity is what you need in the South. You will not find any other group of publications that furnish you such a well distributed circulation. Over 1,500,000 reaching every Southern State, and rapidly increasing.

Our list includes-

4 Monthlies - - 469,648 3 Quarterlies - 600,683

3 Young People's Weeklies— 227,893

24 Official Church Weeklies— 287,634

1,585,858

The advertising space in these publications is limited. Now is the time to place them on your list for 1925 business.

Special Representatives for Weekly Papers—
D. J. CARTER
1506 Union Trust Building, Chicago

ROBT. M. HARVEY
17 West 42nd Street, New York

Lamar & Barton, Publishers 810 Broadway, Nashville, Tenn.

"We Cover the South"

Program for Houston Convention Under Way

A PROGRAM for the annual convention of the Associated Advertising Clubs of the World which is to be held in Houston, Texas, next May, is already under

way.

The first meeting of the association's general program committee was held at New York last week. C. K. Woodbridge, president of the Dictaphone Corporation, who is chairman of the general program committee of the association. was in charge of this meeting. It was attended, among others, by Joseph Meadon, of the Franklin Press of Detroit, who is chairman of the On-to-Houston Committee; John H. Logeman, of Chicago, chairman of the International Exhibit Committee. Charles W. Hoyt, of Charles W. Hoyt Company, and Gilbert T. Hodges, of the Frank A. Munsey Company, both of New York: Robert H. Cornell, Houston, Texas, executive secretary of the Committee on Arrangement for the Houston convention; Carl Hunt, general manager of the Associated Advertising Clubs, and Earle Pearson, educational director of the association.

One of the first things that was accomplished at this meeting was a change of official dates of the convention. These dates had been May 10 to 14. The dates now decided on are May 9 to 14.

"Fewer and better speeches" is to be the guiding idea in the preparation of the program for this convention, according to the chairman of the program com-

mittee.

A tentative business and entertainment plan that was submitted by Mr. Cornell, as executive secretary of the committee on arrangements for the convention, was unanimously adopted. Features of the program proposed by Mr. Cornell included a Pan-American trade development conference; a "National Advertising

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Day," opening the convention, when an address by President Coolidge would be radiocast throughout the country; the unveiling of a statue of General Sam Houston, and a twenty-first Birthday Party in honor of the association's "coming of age."

Mr. Cornell also informed the meeting that the people of Houston have recently voted to renovate the municipal auditorium at a cost of \$300,000 chiefly for the benefit of the Associated Advertising Clubs. The present value of this auditorium is \$2,000,000. It seats 6,000 people. It is planned to hold all the general sessions of the Houston convention in this auditorium.

Mr. Cornell also informed the meeting that plans were already being made to fully develop the possibilities of the Pan-American trade development conference. It is expected that this conference will bring business men and puball Pan - American lishers of countries to the convention. According to Mr. Cornell the presi-Mexico of has already informed him that a representative delegation from Mexico will be in attendance at the convention.

Membership of the General Program Committee, a committee which, as already noted, functions under the chairmanship of Mr. Woodbridge, has been fully decided upon. The members of this committee are:

C. Harold Vernon, C. Vernon & Sons Ltd., London, England; David M. Botsford, Botsford-Constantine, Inc., Portland, Ore.; H. C. Howard, Texas Advertising Company, Houston; Charles W. Hoyt, Chipany, New York; Bernard J. Mullaney, Peoples Gas, Light & Coke Co., Chicago; M. C. Robbins, Robbins Publishing Company, New York; Theodore G. Morgan, Henry Morgan Co. Ltd., Montreal; Gilbert T. Hodges, Frank A. Munsey Company, New York; William F. Rogers, Boston Transcript; H. P. Comstock, Comstock-Bolton Company, Kansas City, Mo.; Jefferson Thomas, Thomas Advertising Agency, Jacksonville, Fla.; Harry Tipper, secretary, Class Journal Co., New York; John H. Logeman (Chairman, National Exhibit Committee), Chicago; and Meadon (Chairman, General On-to-Houston Committee), Franklin Press,

YES SIR!

You can reach 92% of all the pharmaceutical Specialty manufacturers through ONE publication

STANDARD REMEDIES

These manufacturers use

Corks
Containers
Collapsible Tubes
Pharmaceutical Machinery
Printed Matter
Tin Cans

Labels
And buy them to the extent of \$70,000,000 a year.

WORTH ADVERTISING FOR-

Ask Us for a Sample Copy and a Rate Card

> STANDARD REMEDIES PUBLISHING CO. 425 Star Building Washington, D. C.

110 E. 42nd St., New York City 1027 Rookery Bldg., Chicago, III. 1112 Hodiment St., St. Louis, Mo.

organ

• Why not link up Currier with Caslon, with a dash of F. G. Cooper, for a new kind of house organ from copy to postage.



CURRIER & HARFORD L'a

House Organs
27 East 31 New York Cal 6076

Some

PRINTER

is Looking

FOR a man to relieve his burden and capable of taking full charge of his business.

OLD enough to know and young enough to work.

INTEGRITY beyond any question. References limited but good.

ABILITY proven by training and experience.

OPPORTUNITY to be limited only by capacity.

IF YOU have such a proposition you can write in good faith.

Address "E", Box 50, %P. I.

An Unusual Opportunity

A manufacturer finds that the increasing demands of two active businesses upon his health and time, make it necessary that he confine himself to but one.

ne comme nimseir to Dut one.

As to the other—an established, nationally advertised brand, known to practically every discriminating housewife—he will consider an offer of \$25,000, no less, for the brand, goodwill, and list of customers. Outright sale only.

Profitable?—A recent circular sent to about seven thousand consumer customers brought orders averaging \$12.34 each, at a mailing cost including circulars, etc. of 42 cents per order—still arriving.

42 cents per order—still arriving.
Mail orders are at full retail prices, figuring approximately 109% gross mark-un.
About \$25,000 working capital should suffice to carry on the business for the purchaser.

fice to carry on the business for the purchaser.

The purpose in such an extracrdinary offer is only to obtain quick relief from the ever increasing work necessitated by growth of this business. The opportunity is very unlike such businesses as are ordinarily advertised for sale. The products are developed to the such businesses are ordinarily advertised for sale. The products are the such that the such businesses are ordinarily such that the suc

answered.

"Manufacturer." Box 58 Printers' Ink

The Evils of "Courtesy" Sales

(Continued from page 6) Every piano, however, bears a factory number on its frame. This

number is used in billing. Inasmuch as pianos are sold to retailers on an exclusive agency basis. it is not a difficult matter for a retailer to find out to whom a particular piano has been sold it he can obtain the factory number. When he runs upon a piano in a home where he feels certain he did not make the sale, all he has to do is to take the factory number and communicate with the

It was not long, therefore, before the piano manufacturers discovered they were permitting their own employees to compete with their retail agents. Sales to employees were thereupon made a matter of careful record and watched. It is safe to say that the practice of employees' buying for re-sale is non-existent in the piano industry today. Again, the remedy lay with the manufacturer although the dealer was able to interpose a most effective check by reason of the exclusive agency plan of selling and the use of factory numbers on the product.

One of the strongest arguments against the practice of permitting friends to buy direct from the manufacturer or from a wholesaler at wholesale prices is that every such sale is a "dud." sale, made in the regular way, should create good-will, if the product be worth the price paid. That is to say, if I buy a watch from a retailer or mail-order house and pay full retail price for it, and the watch proves to be a good watch, I am naturally proud of it and satisfied with the price I paid.

friend of mine recently bought a genuine Malakka cane for which he paid \$75 at retail. It seems to me he is as proud of the price he paid for it as he is of the cane and proud too that he could afford to pay the full price. Had he obtained it at wholesale



FREE Advertising for YOU on Your Dealers' Store Fronts

ABRIGHT, beaming Federal Electric Sign on your dealers' store fronts, telling everybody 24 hours a day to come in and buy your product—the most effective dealer tie-up you can get—constantly reminding prospects to buy your product, which they have seen advertised or heard about—NOW.

Blaze your trademark

across the country in letters of fire!

The most marked advance in dealer merchandising—bringing in actual sales day and night—will make your 1925 sales campaign a bigger and more profitable one.

Our Manufacturers' Service Representatives have all the data and can explain the plan in a few moments. Write, wire or phone us today—it won't obligate you—you owe it to your Company to learn the facts—NOW.

FEDERAL ELECTRIC COMPANY

Manufacturers' Sign Service Division 8752 South State Street, CHICAGO, ILL.

A Federal Electric Sign Is the Cause of a Busy Store—Not the Result

1924 SV"

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e. le or manufacturing cost, I doubt whether he would consider the cane worth \$75.

I am quite sure the mattresses I bought at factory cost have been a total economic loss to the manufacturer. I haven't the same personal satisfaction in the possession of them which I would have, had I paid the full retail price. Instead of bragging about them, as I frequently feel inclined to do, I stop short because I cannot refer my friends to a retailer where they may also buy. Such sales are "duds." They stop functioning after they are made.

Then there is the angle of service. Another friend purchased a player-piano direct from a manufacturer. It was a "courtesy" sale. He obtained the player for about \$500 cash when the retail price was something like \$720 on time. Not only did he have to hand over the cash but he got no service on his player after it was delivered. The automatic parts of the player needed adjustment and the piano needed tuning during the first year, which the retailer would have done without extra charge. The factory was in no position to render service except through its retailers. Besides, the factory was located in a Western city and my friend lives in Connecticut. The player has · Connecticut. never given satisfaction and the sale has benefited nobody.

There is probably no field in which the evils of selling the consumer at wholesale and factory prices have been more rampant than in the field of household furniture. Much progress has been made in recent years in curbing the evil, but it is still surprisingly easy for anyone so inclined to buy household furniture for his own use at less than regular retail prices.

Only within the past few months a friend of mine, newly married, outfitted his house throughout with furniture, rugs and other fittings at wholesale prices. He has no business connection with any furniture store, wholesaler or manufacturer. Yet through one "friend" and another he succeeded in buying everything

he wanted to buy at a substantial reduction from the retail list.

In some cases, he secured factory prices. For example, at one wholesaler's establishment failed to find the particular style of bedroom set he fancied. wholesaler thereupon gave him a card to a certain manufacturing company and told him to make his selection from the manufacturer's showroom and order the goods charged to the wholesaler. He did this, the manufacturer's representative took the order without question, the goods were delivered direct to my friend's home. and the bill at factory prices sent to the wholesaler. My acquaintance paid the wholesaler the sum called for and the wholesaler had his bookkeeping department pay the manufacturer in the regular

That wasn't all that my friend purchased at wholesale prices. He obtained six rugs in the same fashion. The wholesaler previously mentioned gave him a card and told him to visit a certain wholesale rug house. He followed instructions, bought six rugs, had them delivered to his home and the bill made out and sent to the wholesaler. Then, the same procedure of payment already referred to was gone through again.

Then, this newlywed worked matters so that he was able to purchase all necessary silverware at wholesale prices. This is how he did it. He knew someone who worked for a novelty jewelry house. This chap gave him one of his firm's order blanks, prop-erly signed but otherwise blank. He took this to the wholesale silverware place. There he picked out the various items he wanted, and as he selected them, they were entered on the order blank. When he had finished buying, the order blank was sent through the silverware house in the regular manner, the bill made out to the novelty jewelry concern and the same payment farce as occurred in connection with the furniture and rug incidents was duplicated.

There were dozens of other household items which this friend ial

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le

24 Leading Advertising Agencies —have placed orders for over \$2,000,000.00 in

THE RALSTEN FOUR-COLOR INSERTS

in the

STANDARD FARM FIELD

One agency used three pages the first year; six pages the second year; thirteen pages the third year, and we have their order for thirteen pages for 1925.

Repeat orders with increased schedules tell the whole story.

IT PAYS!

One of the reasons why these Color Inserts are proving so profitable is that they are *limited to four pages* and confined to one advertiser in a line in any issue.

Sample inserts and open dates on request.

FRED H. RALSTEN COMPANY

163 W. Washington St. Chicago, Illinois 95 Madison Ave. New York City, N. Y.

Dec

COMPOSITION

Many printers in New York do good presswork, but how few set distinguished composition! Yet it is in the composing room that the effectiveness of a printing job is made or lost.

Why not discuss your printing with a plant having the exceptional kind of composing room? You will find it does not cost materially more to set type right than to set it wrong.

DOUGLAS C. McMURTRIE

INCORPORATED

240 West 40th Street, New York City Pennsylvania 8060 of mine obtained at wholesale prices. In fact, there was very little in his home which was paid for at regular retail prices. estimates that he saved at least \$1,500 on his home.

That may not be a tremendous sum, but it does mean a great deal to most retailers. In any event, it should have gone toward swelling retail profits, which it most

emphatically did not.

Household furniture is a bulky and slow-moving article. The custom of holding "sales" twice a year, in August and February, is well established in the retail field. Many dealers hold such sales, at which time prices are cut to move stock. Many dealers follow the practice of marking furniture with two prices, one for cash and one for time. These customs and the fact that so little of the furniture made is trade-marked and advertised, makes sales difficult to trace and individual pieces hard to identify. Again, large quantities of furniture are carried in stock "in the white," or unfinished, which makes it still more difficult to identify makes or brands after they have been "finished" by the retailer or some local decorator.

Despite the difficulties, unremitting efforts are being made by a large number of manufacturers and wholesalers, with the active co-operation of many right-thinking retailers, to stamp out the practice of selling the consumer at factory and wholesale prices. During recent years the New York Furniture Exchange Association has been established in New York, the purpose of which is "to foster and promote the interest and general welfare of the furniture industry." It proposes doing this by maintaining a standard of membership so high as to act as a guarantee of good faith for carrying out the policies of conducting business on a strictly wholesale plan; and to demand and enforce the fullest support of retail furniture dealers by securing their co-operation, in closest against wholesalers who conduct their businesses in a manner disapproved by the association. About 80 per cent of the wholesalers and

manufacturers in the metropolitan district of New York are members of this association. When members join they agree not to sell at retail and members who do so are immediately dropped. A similar association is said to be in operation in Chicago and other important centres are considering the adoption of the plan.

In some cities, like Buffalo, N. Y., the retail furniture dealers are so alive to the evils of promiscuous selling that the Buffalo Retail Furniture Association has taken the initiative in the campaign by asking manufacturers and wholesalers to refuse to sell to any but established and recognized merchants. One manufacturer told the association that he had the following notice posted in his factory:

It is hereby made a rule that no order is to be entered or filled which provides for shipment or delivery of furniture to other than legitimate retail or wholesale dealers, maintaining establishments for the sale of furniture as a regular business, except that employees and stockbusiness, except that employees and stock-holders may buy furniture from us for use in their own homes, but not for resale to other persons. If it comes to our attention that any of our employees or stockholders are buying furniture in their own name and disposing of it to others, we shall withdraw from such person or persons the privilege of buying furniture from us.

The evil has been pretty effectively stamped out of the hardware business. A hardware man recently said to PRINTERS' INK:

"I don't think the practice of selling hardware products to the consuming public at factory or wholesale prices ever existed to any very great extent in our field. One reason why it has disappeared is due to the splendid trade association work that has been going on for years among our retailers, jobbers and manufacturers. There American Hardware the Manufacturers Association, the Southern Hardware Jobbers, the National Hardware Association of the United States and the National Retail Hardware Associa-The latter association has about 22,000 members. These associations frequently hold their meetings together, which affords opportunity for discussion among

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Wanted A Business Opportunity

by a young man (29), whose ability, training, record and ambitions show that he needs a better opportunity for the years ahead; whose accomplishments in manufacturing, merchandising and sales prove his versatility; whose education, capacity, personality, character, age and salary are in his favor.

A short interview (without obligation) will give a far better insight to the man than any advertisement. Will you ask him to call?

Address "H," Box 53, care P. I.

Color Advertising Salesman

To the man who has had experience,

- -who knows the national field,
- who likes to travel, working out of New York and Chicago when conditions warrant it,
- -who can plan and visualize possibilities to the maximum.

We will aid by every legitimate form of newspaper co-operation. None but the best will suit.

This unusual opportunity is presented by a leading and influential newspaper in the Eastern field.

We are keen to expand our color advertising, on which considerable missionary work has already been done.

In answering, please give all details which we will hold in the strictest and fullest confidence.

Address "K" Box 55, Printers' Ink

all factors in the field. Complaints and trade abuses are aired and discussed with satisfaction to all concerned. I do not mean by this that we do not have our troubles. We probably have our share. But fortunately, selling goods to the general public at 'courtesy' discounts is not one of them."

One might expect that in the field of office specialties and furniture, where the diversity of products is so extensive and where selling is so frequently done direct from manufacturer to consumer, attempts to buy at an inside price would be of frequent occurrence.

The field comprises almost every line of goods ordinarily exhibited at the large annual office appliance shows, including such articles as cash registers, adding machines, typewriters, billing systems, check writing devices, filing cabinets, office furniture, dictating machines and loose-leaf systems.

One man who has worked in this field for thirty years and who is today one of the best-posted men in the industry said that buying direct from the manufacturer at factory cost or at a wholesale price is practically unheard of.

"No article is in more general use than the typewriter," said this man. "Aside from its use in business vast numbers of people have purchased them for personal use at home. Therefore, practice in the typewriter field is fairly representative of the practice in other appliance office fields. Purchasers of typewriters are rated by the manufacturers as onemachine buyers or quantity-machine buyers at an established and published list of discounts.

"If a company uses a certain number of typewriters it is entitled to a certain discount from list. Should an employee of that concern go to a sales agent of the manufacturer of typewriters and ask to buy a typewriter at a discount from list or at an inside price, the sales agent would refuse to sell it at any reduction from the established retail price. To get a typewriter at the company discount, the employee would have to arrange with his company to

buy it for him by issuing an order to the typewriter company in the regular way. The typewriter company would deliver the machine to the company and bill it at the discount to which the company was entitled. Then if the company saw fit to let the employee have the machine at the same discount, that is a matter for the company to decide."

It is undoubtedly true that in those fields where "courtesy" sales are countenanced and encouraged, the manufacturer largely responsible for it. Whole-salers often extend the privilege to friends and employees, as is at present the case in the electrical appliance field. The efforts of any wholesaler to abolish the practice, however, would be unavailing without the support and cooperation of the manufacturers. So it is to the manufacturers that wholesalers and retailers must look for relief.

Without bringing in further examples, of which many remain to be quoted in the fields of wearing apparel, furs, jewelry, novelty goods, rugs, art goods and leather, enough has been said to prove that "courtesy" sales are a present source of annoyance in many lines and that abolishing the practice would unquestionably help to stabilize conditions in those fields where the retailer is the heaviest

What can be done about it?

First, the manufacturer must convince himself that the practice is not only unethical but vicious. He must clearly recognize the fact that every time he allows a "friend" to buy his product at factory cost, or wholesale, he is first of all undermining the stability of his own business. He is doing the "friend" no service but rather a positive injury by putting that friend in possession of merchandise which automatically cuts him off from getting service on the article to which he is entitled. To put it differently, the manufacturer deliberately spoils a possible customer for a dealer and invalidates the potentialities of that customer for becoming a better customer. For no man wants

Sales and advertising

Proven ability as executive with initiative and enthusiasm controlled by sound judgment and broad experience.

Seasoned, qualified and recognized ability in market determination, sales methods and management.

Designer and writer of outstanding business literature. Fully conversant with advertising mechanics and procedure.

Immediate compensation secondary to congenial association with recognition for accomplishment.

An interview will reflect my qualifications far better than anything I could print.

Address "L.," Box 56, in care of PRINTERS' INK.

Advertising and Sales Promotion Manager

Thoroughly experienced in all

Can develop essential selling ideas and express them.

My newspaper advertisements, sales-letters, booklets and circulars have brought unusually good re-

During the last six years I have developed and managed the advertising and promotion department of a retail and wholesale distributor marketing a \$1,000 product, whose business has grown within that time from two million to over six million dollars.

Furthermore, each year the advertising expense per unit sold has been reduced.

30 and married. Unimpeachable references. \$5200 per year and commission.

Address "T," Box 194, care of Printers Ink.

YOUR BEST SALES OPPORTUNITY

Business executives, accountancy field practitioners, accounting seniors and juniors, bookkeepers, and C.P.A. students, are all prospects for our original business and accounting Tri-Service, consisting of three novel features for promoting business controls.

Profitable Employment of Spare Hours

Excellent chance for "Part Time" men to work up profitable field. Salesmen who have any idle hours on their hands can employ their spare time to good advantage, by taking up the matter of our Tri-Service, outlined above, as a side issue.

District Sales Managers Wanted

We also want to appoint sales representatives in every section of the United States, preferably men who have had previous experience in selling service of a business educational type. Men must be of clean-cut, ambitious and dependable characteristics, who will take hold seriously of a paying proposition. Returns are immediate to those who make real effort. This business service is the only one of its character in extence, being based on thirty years' actual field experience, and has no competition. Let us send you full informational material concerning this service, constructive suggestions as to how it works out, and how you may follow up the same as a successful business proposition. Address with full particulars and telephone number, "J," Box 54, Care Printers' Ink.



BIG BUSINESS OPPORTUNITY

\$700 required. One advertising clock means \$40 to \$100 weekly additional income. Experience unnecessary. Needn't interfere with present occupation. We inviteyou to see the many machines operating here in St. Louis, each averaging about \$4,000 annually. Testimonials and business references on file. Business unusually high standard.

KEI-LAC KOMPANY, 324 N. 19th St., St. Louis, Mo.

to pay full retail price if he can help it for a second article when he purchased the first one at a reduction.

Second. the manufacturer should at once begin a campaign of education directed both to retailers and wholesalers. particularly necessary to correct conditions which now exist in fields like household furniture. electrical appliances, furs, leather goods, and others, where retail business in particular communities is threatened with demoralization, due to the retailer's habit of sacrificing his discount when the customer says he has a friend or relative who can buy direct from the manufacturer.

Such a campaign of education, conducted through business and trade publications, by direct mail and by word of mouth by salesmen, would show the dealer that the difference between the price he pays the manufacturer or wholesaler, and the price paid by the customer is not all profit. By far the largest part of the spread is expense-rent, clerk hire, bookkeeping, cartage from the freight house to the store, delivery service from the store to the customer's home, light, heat, and many other things. Profit is merely one item covered by the spread. The dealer must be sold on getting his expenses and a legitimate profit.

The success of manufacturers who distribute their products through wholesale and retail outlets is bound up with the success of the dealer. Every sale diverted from the established channel is a deliberate attempt to break down the medium of distribution.

YOUNG MAN

of good education and personality, to join news department of leading business publication as reporter. Headquarters, New York. Excellent opportunity for training in publishing business. Give age, education, business experience and salary desired. Address "A.B.," Box 57, care of Printers' Ink.

At Last!

—a letterhead idea that persuades the recipient never to waste-basket the missive and often pleases said recipient so much he carries it in his pocket for weeks and sometimes frames it!!!

The above claim will be proven to responsible parties who care to call.

Patent No. 1,460,492

Only because of certain business conditions, am I willing to dispose of this masterful Latz letter.

HARRY LATZ

Alamac Hotel

Broadway and Seventy-first Street New York

Telephone: Endicott 5000

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

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Chicago Office: Illinois Merchants Bank Building, DWIGHT H. EARLY, Manager. Atlanta Office: 704 Walton Building, Gro. M. Kohn, Manager.

GEO. M. KOHN, Manager.
St. Louis Office: Syndicate Trust Building,
A. D. McKinney, Manager.

San Francisco Office: 564 Market Evreet, M. C. Mogensen, Manager. Canadian Office: Lumsden Bldg., Toronto, H. M. Tandy, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates; Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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NEW YORK, DECEMBER 18, 1924

Advertising and the Holiday This is the season when advertisers without number endeavor

atmosphere into their copy. Each year advertising strives to catch the spirit of those few weeks between Thanksgiving and New Year's in a way that possesses more than a mere merchandising significance.

Some folks profess to see a menace in this clearly defined trend. They fear that our holidays may degenerate into meaningless events, entirely commercial in character and of real importance only to merchants and manufacturers who seize on them as opportunities to put on greater advertising pressure and sell more

merchandise. They feel that much of the fine spirit and spirituality of Thanksgiving, Easter, Christmas and other holidays must be swamped under what they, after the fashion of convention keynoters, are wont to call saturnalias of merchandising and advertising.

Nothing could be farther from the real facts. The merchant who advertises his store as "The Store of the Christmas Spirit" and who is sincere about it, is going to find Christmas spirit creeping into the transactions that take place there. That is pretty nearly inevitable. It is one of the verities of advertising that salesmen and others who have contact with the public will make a real effort to measure up to the claims that advertisers make for them. When they know that the public expects certain things from them. when they know that certain standards have been advertised. they rarely fail to make an effort to live up to their letter and spirit. Manufacturer after manufacturer has reported changes of that kind as the direct and almost automatic result of advertising which has presented their salesmen as ready to perform more than the ordinary services of salesmen.

The custom of giving gifts at Christmas is centuries older than the kind of advertising that we know today. Since no more than a minute percentage of the gifts exchanged can be made at home, it follows that most of them must be bought from merchants and Advertising has manufacturers. helped to simplify this task of buying. It has forced the silly trinkets, the ridiculous knickknacks, into the discard. nearly rung down the curtain on useless gifts. It seems evident that the trend in modern holiday advertising is to make it more possible for the gift to reflect the genuine, hearty spirit of the giver.

Our holidays, were they purely sentimental, might not need advertising to dignify or to interpret them, even though advertising has done precisely those things on

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more than one occasion and with rare skill. Yet so long as they are tinged with practical things, as they must be, advertising can keep them from any menace of shortsighted commercialism while it helps preserve all the store of spirit and devotion tradition. which no one wishes to see lost.

The New York Distribution Evening Post has as a Career been publishing a series of sketches under the title, Men Wall Younger in Street." The subjects of the articles are young men who have risen to positions of responsibility in the financial world during the last few years. Starting in as employees, these men are now partners in substantial old invest-In certain ment firms. cases these young men have already risen to the head of long established houses.

reading these articles we were impressed with the fact that most of these investment bankers got their start in the selling end of the business. This is more than a coincidence. It seems that in banking as well as in manufacturing and in other lines of busithe biggest rewards quently go to those who specialize in distribution. In banking, as in manufacturing, the most difficult task before the executive is that of distribution. It is for this reason that the young men who went into an investment house and who showed the greatest ability in developing systems for the distribution of securities, have won the fastest promotion.

Up to the time of the war we had no well-organized system in this country for the distribution of investment securities. At most there were only a few hundred thousand buyers regular of securities. Each banker had his own list of clients. He did not try seriously to increase this list. The system was very simple, but it was adequate for the needs of

the times.

However, the huge flotations that have been made in the United States during the last eight years made it necessary to change this system. Investment machinery had to be extended so that it would teach the public. Millions of persons had to be interested in buying securities whereas thousands were sufficient to absorb the offerings in the old days. The need was quickly met. Today the channels of distribution in existence in the security field almost parallel the channels that are used in the marketing of merchandise. There is the same system of manufacturer (issuing corporation or government), wholesalers and retailers, as there is in the mercantile world. There are the same advertising, selling and promotion problems and a similar method of handling each.

It took nothing less than genius to build up this vast system in a few years and it is no wonder that the men who built it are now hailed as leaders in the invest-

ment banking world.

In his address Does the Public Know before the New England Adver-Too Much? tising Clubs at Hartford, Conn., recently, a portion of which appeared in the November 20 issue of PRINTERS Earnest Elmo Calkins INK. pointed to the growing public knowledge of the machinery by which advertising effects are produced. He raised the interesting question whether this behind-thescenes knowledge helps or hinders advertising.

Parallels in other industries offer this answer: When the public knows-it sits in judgment. Advertising effects, ethically obtained, will merit greater interest and approbation as this knowledge increases. One salutary result, noticeable, is that extravagant statements, "hokum" and "tricky copy" are yielding place to a new order of conservative, sane, sincere, and honest advertising.

Advertising is not a bag of tricks. It has a single purpose which eliminates the necessity for subterfuge. That purpose is to strive frankly and sincerely for interest. When the intent is legitimate the public can be depended upon to respond.

In other words manufacturers need not fear a public that is advertising-wise so long as their individual advertising does not run counter to what that public recognizes as above-board copy.

Sanctity of the Parked Automobile either ethical or of value to an advertiser when it invades the privacy of the individual. When the attention of the public is forced rather than attracted the returns approach the negligible.

This is one of the reasons why PRINTERS' INK, more than a year ago, classed radio as a questionable advertising medium. It is also the chief reason for condemning the tossing of handbills into automobiles or fastening tags and tickets to various parts of parked cars. The practice, especially in the smaller cities, has grown so obnoxious that an owner, returning to his automobile after an hour's interval, frequently must spend several minutes picking up the litter of papers and detaching various odds and ends.

Tickets, such as those which fasten on the steering wheel and which advise the owner to "Drive over to the Blank Service Station for free inspection of electrical equipment," or the tag which describes some labor or fuel saving device might plead their case with reason. At one time such tags might have led to a sale, but so overworked has the idea become that advertising returns from them at the present time must be prac-

Handbills, of the sort described, are the least of the litter. Handbills of cheap shoe shine and hat cleaning establishments, the "press-your-pants-while-you-wait" valets, the cheapest tailors, price-cutting grocers, and inefficient garage men—this is the company in which an advertiser's literature hobnobs. It is one of the cheapest forms of advertising and therefore attracts the cheapest-minded business men. It is at the

same time as wasteful a practice as any penny-wise advertiser ever conceived. From the latter viewpoint it is not low cost advertising.

But it is after all the unethical basis of the practice—the violation of an individual's privacy and his property rights—which foredooms it to disfavor and failure.

Owen D. Young Answers George Hopkins George W. Hopkins, writing in PRINTERS' INK last week, declared that sales managers must learn the lan-

guage of presidents, production managers and boards of directors. He said that the executives in charge of sales are at present talking a language that production and financial executives do not understand.

Generally speaking Mr. Hopkins may be right. But there is one man at the head of a giant corporation of whom Mr. Hopkins should make an exception. We refer to Owen D. Young, chairman of the board of the General Electric Company and coauthor of the Dawes plan.

At a dinner given in New York last week as a tribute to Mr. Young, he made a speech in which he showed the most intimate familiarity with advertising and sales terminology. "Advance sales," "consumer demand" and terms of that character stuck out in Mr. Young's address.

He told how the Dawes Committee acted like any up-to-date business "by having its goods sold before they were manufactured. In the language of the advertiser, a 'consumer demand' was built up for the Dawes report before any-body knew what it was to be and before a line of it was put on paper. General Dawes was the sales department of our concern."

The active heads of many concerns, who are really in touch with their sales departments, are as closely acquainted with sales terminology as is Mr. Young. Perhaps sales managers won't have to change their language after all.

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Newell-Emmett Company

Incorporated

Advertising . Merchandising Counsel

120 WEST THIRTY- SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPERLATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

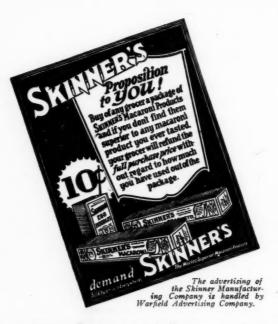
Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

"NOT HOW MUCH, BUT HOW WELL"



Skinner Manufacturing Company individuals who are readers of Printers' Ink and Printers' Ink Monthly:

NAME	TITLE	WEEKLY	MONTHLY	
Lloyd Skinner	President	Yes	Yes	
Harry W. Dutton	Sales Manager	46	**	
H. M. Hudspeth	Assistant Sales Manager	44	44	

"I have read PRINTERS' INK continually for many years." LLOYD SKINNER, President.

"10 Cents a Bufton; \$100 a Rip"

DUTCHESS MANUFACTURING CO.

ADO OFFICE

DUTCHESS

TROUSERS DUTCHESS KNICKERBOCKERS

"Both PRINTERS' INK and PRINTERS' INK MONTHLY are routed first to our Sales Department, where they are read by several people. Articles of interest to various members of the organization are torn out of the magazine and forwarded through our interior office mail to the various individuals interested.

"We use a mail stamp same as stamp on this letter on all of our mail and you will notice that the principal executives are indicated at the left-hand side by the initials and the department in the office indicated on the right-hand side by the name of the department. Sometimes six or seven numbers are put on indicating the different people to whom the mail is to be routed in that order, one, two, three, four, five, etc. Our system requires that the person indicated must sign out on the space at the right of the initials, indicating the initials and date released to the next party or to the file if all spaces checked are signed off."

DUTCHESS MFG. CO.

weeter

General Manager

The Little Schoolmaster's Classroom

A SALES manager recently said to the Schoolmaster, "There is no sales objection that can't be turned into a sales asset by the right kind of a salesman." To prove his contention he related the

following incident.

There is a certain brand of household appliance which has been only fairly successful be-cause, although it undoubtedly is the most economical and effective machine of its kind on the market, it has one definite mechanical fault which cannot be overcome. It is necessary to operate the machine on two speeds, the higher speed making possible a kind of work that no competing product will do. But when the machine is operating at high speed, unless it is adjusted accurately it vibrates so much that it jumps along the floor.

A person who understands the machine can easily overcome this difficulty, but the average woman, unless properly trained, cannot adjust it so there is not a certain

amount of jar.

A retail salesman in a Detroit store studied this problem for some time before he hit upon a successful solution. Today his store is selling three times as many machines as any other store in the country.

When a woman comes into his department the salesman explains the machine superficially. Then he fills it, with no attempt to make the proper adjustment. He presses the button and the machine starts to careen around the room. After a moment or two he stops it and turns to the prospect.

"That's what happens when you don't adjust the machine correctly," he explains. "Now let me show you how simple it is to make the proper adjustment and what wonderful results you get."

He then gives the woman a long sales talk, finishing with a demonstration of what the product will do when working properly.

He has discovered that by this odd approach of showing the objection before the prospect has a chance to bring it up or hear it from friends he emphasizes to the woman the need of proper adjustment and gets her to learn how to use the machine correctly. In the second place, by getting the wo-man to help him with an adjustment he gets her in the position of ownership. She handles the product and finds out how well she will like it. Third, the contrast between a poorly run machine and a well run machine is so great that the final impression in the woman's mind is how wonder-fully the product works. In the end she almost feels that the first work was done on a competing machine.

Getting in the money often requires some of the same brand of salesmanship that sold the goods. The end of the year suggests itself to many concerns as a good time to bring in collections. Moreover, it makes a nice excuse for asking customers to clean up the

old and start the new.

Just how to do it with aplomb does not always appear. Regular customers are peculiar when it comes to asking them to clean up their accounts by a certain date. whether they are consumers or dealers. Tact and that indefinable thing called savoir faire are required to make the customer see it in the right light. He must be inspired to do it graciously and creditably to himself.

Ryre-Birks, Ltd., of Toronto, sends the Schoolmaster a statement form which that company has prepared for mailing to customers on January 1. The statement is the usual form sent to customers each month, except that something extra has been printed across the lower portion of the forms for this one mailing.

In light gray ink at the bottom is a line illustration of a river scene-a Chinese junk, with sail

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set, in the foreground. To the right of the illustration, in the same ink, is printed the following:

In China, we are told, they have a time-honored custom at the beginning of each year—everybody pays everybody and so everybody is happy.

We smile at Chinese customs—but, in

We smile at Chinese customs—out, in some ways they may have learned more than we from the wisdom of the ages.

Ryrie-Birks' financial year ends January 31. We like to start the New Year with a "clean slate." The co-operation of our customers in remitting before January 31 will be greatly appreciated.

The gray ink in which the foregoing is printed "tones" down the suggestion to pay up, so that the customer feels that it comes from a distance, subdued by the journey from far-off China.

The Schoolmaster heard recently of an amusing case of converting an executive to the extensive use of advertising. In a large retail business the controlling partner was a thorough believer in advertising. He went into it rather heavily both in capital and current expenditures. Unfortunately, the other partner did not believe that advertising principles held good in local and retail markets. He was very unhappy about this venture into new fields where he felt the money came out of the profits and showed no real return.

The question was how to sell the dissatisfied member of the firm on advertising, for the partners had always pulled together strongly and unanimously heretofore. A rather fortunate turn of

affairs did the trick.

The advertising manager was leaving on an extended trip. Before he went, he laid out a two months' campaign of newspaper advertisements and direct-by-mail literature and placed it all in the hands of the disgruntled partner, telling him to "give the paper " if the advertisements didn't come through the way he wanted

Things went fairly smoothly. When they didn't, the newly installed advertising manager found out the reason why. He changed some copy around and wrote some new pieces, he wrote new

direct-by-mail letters and saw every detail of multigraphing, addressing, and mailing—he even thought up the idea of having reprints of a certain advertisement made and mailed out to the entire mailing list.

Meanwhile a list was being kept of new customers. In the first month there were seventy-seven new names on the books, in the second month forty-five. parently these dropped down from the very skies. It is the sort of business where a customer once gained is yours forever if you continue to please, so it looked good for repeat sales.

Coupons started to come back from the mailing out of the new advertising manager's advertisement asking for the firm's cata-Obviously these were logue.

results!

Meanwhile the controlling partner still sat by and said nothing. The advertising bills from the newspapers were larger than they ever been before. More mailings were made then than for the previous six months. Still the orders and new customers came in apparently from nowhere. The outside salesmen, on whom faith had always been pinned, had never seen or heard of the new names.

At last the advertising manager came back and the formerly dissatisfied partner reluctantly handed over the badge of his late office and took up his regular job. Nothing was said about advertising except that the advertising manager complimented the partner on the excellent way he had handled things during the interim.

Days later in a discussion of the executives as to how costs could be cut down, the formerly dissatisfied partner said, "Of course we're doing the right thing with our advertising. I'm in favor of that; it's making us known and doing a lot of good."

The obvious conclusion is that he saw how advertising worked when he worked it himself. There was no longer any mystery about it for him. He gradually sold 1024

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COPY and IDEA MAN WANTED

by an amply financed Eastern Agency handling several high grade accounts.

Applicant should be a man with Agency experience and have outstanding ability as to writing correct, smooth and forceful English.

He should have selling sense and be able to dig into a proposition to find the worth while sales points. Some knowledge of radio would be helpful but is not vital.

It is quite possible the man we want is now employed, but that his opportunity is limited or his environment unpleasant.

He should be a man who takes real pride in doing a good job, as the quality of his work will be more important to us than quantity.

This is an excellent opportunity and we are willing to make a very attractive proposition to the man who can fill the requirements.

State experience fully and all details regarding yourself, including present salary, in your first letter, which will be regarded as confidential.

Also send a liberal and representative batch of samples of your work.

Address "G," Box 52, care of Printers' Ink.

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THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution. Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited. BEN. P. BRANHAM, Editor 951-957 Insurance Exch., Chicago himself on advertising for the retail business and now the firm with the approval of all members is going into painted bulletins, delivery truck signs, direct-bymail catalogues, newspapers and every conceivable kind of advertising that can be applied to its type of business.

PETROLEUM AGE

Circulation doubled this year.
Rates still the most reasonable of its
field. This medium offers age, good
editing, and thorough distribution. Member A. B. C. Try it for 1925.
Vol. 14—PETROLEUM AGE—1924
Dublished Sant recetbly:

Published Semi-monthly
28 E. Jackson Blvd., Chicago
Branch: 56 W. 45th St., New York City

"Inspection Weeks" are becoming common in many lines of business. Business men are finding that their customers are curious as to what goes on behind the scenes and in those quarters of the establishment to which the public is not customarily admitted.

Just recently many of the big laundries of the country held one "inspection these weeks." Patrons were invited to look over the place where their clothes are washed. Special invitations were mailed. In some cases laundries offered to send a limousine to pick up persons who wished to inspect the laundry. A sufficient number of persons accepted these inspection invitations to justify the stunt. Most persons have no conception of the strides the present-day laundry has made over its prototype of a generation or two ago. Therefore, it is a good thing for a laundry company to get as many of its patrons to visit its workrooms as it can. In that way it can get over the message that modern laundry service

National Miller

Established 1895

A Monthly Business and Technical
Journal covering the Flour, Feed
and Cereal Mills. The only A. B. C.
and A. B. P. paper in the field.
630 W. Jackson Blyd., Chicago

A.B.C. Est. 1873

CHICAGO

Reaches buyers for 10,000 lumber yards and manufacturers of 85% of the lumber manufactured in U. S. A.

CANADIAN ADVERTISING CALL IN SMITH, DENNE & MOORE

"5000 DEALERS PAY \$4 A YEAR TO READ BUILDING SUPPLY NEWS CHICAGO ADCANDABR

TORONTO · Lumsden Bldg... MONTREAL · 275 Craig St.W

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is not only sanitary but also effi-

· cient in every other respect.

People like to look into a business machine and see how the wheels go round. Anyone with any curiosity at all is bound to want to know what is going on behind closed doors. Wasn't it James Gordon Bennett who first located his printing presses within full view of the pedestrians passing the building? The plan pleased the public so much that many newspapers all over the country followed suit. Even to this day in those cities where the presses are exposed to the street may always be found a group of curious spectators watching the mechanics of newspaper making.

The producers of the play, "The Miracle," in New York catered to this trait in human nature. The program extended an invitation to the audience to go on the stage after the performance and there see how the play was produced from a mechanical standpoint. On the evening that the Schoolmaster witnessed the performance, fully half of the audience availed it-

self of this opportunity.

For years it has been the practice when a new store is opened for the proprietor to invite the public in for "a look." As a rule no goods are sold on inspection New hotels do this also. Not long ago there was an article in Hotel Management which told how an established hotel might also profitably hold an "Inspection

FREE-LANCE ARTIST

The small agency which needs good art work done at a moderate cost—come to me. Posters, black-and-white, lettering; booklets, dummies: also type layouts.
Address "F.," Box 51, care of
Printers' Ink.

SALESMEN



-By-Mail Advertising Service

For Business and Professional Men.

Something different and original If you are used to earning \$500 or more monthly on commission basis, we have the ammunition.

SERVICE-SYSTEM

16-22 Lawrence Street Newark, N. J.

Profitable Proprietary **Business**

One of the oldest and best known Proprietary Medicine concerns, whose products have been nationally advertised since 1879, and are well known from coast to coast, is for sale at a very reasonable price. Has made fortune for present owners, who wish to retire on account of their advanced age. Splendid opportunity to enter into a high class legitimate proprietary medicine business, dealing with wholesale drug houses exclusively. Address: R. J. Kester, 415 Leader-News Bldg., Cleveland, Ohio.

LITHOGR APHED LETTERHEADS \$1.25 PER THOUSAND

COMPLETE IN LOTS OF 25,000

ENVELOPES TO MATCH \$2.00 PER THOUSAND Booklet of engravings and samples of our work will be sent upon request.

GEORGE MORRISON CO. 422-430 E. 53rd St. New York City TELEPHONES PLAza 1874-1875

Established 1898 Incorporated 1905



LETTERING and DECORATION RALPH E. DEININGER



J. J. Cibbons Limited, Advertising Agents MONTREAL

TORONTO



Cooperative Marketing

Each month one or more articles and many news items concerning activities of Western cooperative marketing associations.

WESTERN ADVERTISING

560 Market St., San Francisco

6 months' trial subscription with Big January Annual \$ I

AT LAST! PRACTICAL ACCOUNT-ING FOR BUSINESS MEN

Here, condensed to save you time, but complete is a wonderful course for home study. Practical, thorough, absorbingly interesting. Costs only a trifle, but imparts valuable knowledge that should be worth thousands to you.

Sacety with FREE ing complete information.

READM. AUDIT CO.

R. BLANK AUDIT CO., 25 F West 42nd St. New York



Free Leaflet ~ Dells How FANDARD SLIDE Corp. 209 WA8"ST



Week." That is what the Miller Hotel Company, Des Moines, did a year ago, during the Iowa State Fair. It conducted tours of inspection through the hotel. tourists were curious about everything, but, strange to say, the device used by hotels to time boiling eggs was the thing that aroused the most interest.

The Schoolmaster not long ago

read how a department store used this inspection idea. A rival store in its town was being closed The merchandise was beout. ing sacrificed at less than half of the regular value. The advertising manager of the department store racked his brains in vain for an idea that would work in the face of such terrific competition. At last he hit on the plan of throwing the secret chambers of the store open to public in-People were invited spection. through large newspaper advertisements to visit the company's offices, store rooms, shipping department, engine room and every other part of the store that a customer seldom sees. The singular thing about it is that people not only responded to the invitation but they responded in such numbers as to turn the tide of patronage against the rival establishment.





PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins in 137 cities and towns of Northern N.E.

INC KIMBALL SYSTEM

Multigraph Ribbons process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Dept. B. 67 West Broadway, New York City

Dec. 18

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Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

FOR SALE

One Taylor Projector, almost new. Just the thing for people doing high-class color printing. Downingtown Paper Box Company, East Downingtown, Pa.

New York Representative leading west acoust architectural magazine requires eastern advertising representative on lib-eral commission. Will close quickly with right party covering east. Box 998, P. I.

Illustrated Ideas

wanted suitable for Direct-Mail Adver-tising. The Service-System, 257 Market Newark, N. J.

Merchandising Counsel

Excellent contacts and first hand information make advertiser extremely valuable in advisory capacity to manufacturers distributing product principally through department stores. Box 986, P. I.

Experienced and capable advertising man wishes to represent newspaper or magazine in Chicago. Would also consider position as advertising manager of trade or technical paper. Willing to trade or technical paper. Willing to invest in good proposition. Box 988, Printers' Ink, Chicago Office.

PACIFIC COAST TERRITORY Advertising salesman well acquainted with agencies and accounts—desires to represent publisher who appreciates possibilities here—San Francisco or Los Angeles office. Salary and expenses. Now employed. References. Box 309, P. I.

HELP WANTED

Assistant to Busy Executive—College training and knowledge of foreign languages essential; exceptional opportunity with an international corporation for alert, wide-awake young man. Box 327, P. I.

SALESMANAGER

We need a wide-awake, energetic Sales Manager, a man who has had experience in organizing, training and directing house to house sales crews.

The product, a new household appliance, will be put on the market shortly after the first of the year.

The appliance is alone in its field and

The appliance is alone in its field, and the field is big. The selling force will be backed by a national advertising campaign. Write, giving us a brief outline of your business history. All replies will be held strictly confidential.

Box 317, Printers' Ink.

A rapidly growing concern desires an able sales correspondent experienced in mail order methods. Short experience will mail order methods. Short experience will be no barrier if schooling and ability justify expectation of rapid development to executive status. Adequate salary. In first letter state age, qualifications, salary expected and enclose a picture if con-venient. Box 997, Printers' Ink.

Display Salesmen—We manufacture genuine photographs for window and counter displays, also complete line of Direct-Mail Advertising. A few choice territories open for high grade salesmen. Commission basis. Exclusive territory. Address The Garraway Co., 6029 Delancey St., Philadelphia, Pa., giving full particu-lars in first letter. Box 992 P. I.

EDITOR

Publicity department of large industrial corporation desires high grade editor for technical manuscripts. Will also re-write stories for special release to business and trade press. Engineering training and experience desirable. Permanent. Location: New York City. Box 1000, P. I.

CAN YOU SELL PRINTING?

We have an excellent opening for a successful printing salesman, particularly a man with a broad knowledge of direct-mail advertising. Our selling plan is unusually attractive and offers an oppor-tunity for a substantial income. When answering, advise in detail what experience you have had. Box 306, P. I.

WE WILL MAKE YOU PROSPEROUS AND HAPPY

Selling Alexander Film Publicity to mer-chants is congenial and vastly profitable. Average profit per sale \$50. Sales aver-Average profit per sale \$50. Sales average one or more daily. No investment. We teach you free. Write today and get in right with Alexander Film Co., 3360 S. Broadway, Denver, Colo.

CORRESPONDENT

CORRESPONDENT
Sales Correspondent to sell by mail to users and retailers and keep salesmen "pepped up." Sales promotion experience preferred. Commonsense and ability to sell goods by mail indispensable. Large firm, small city, thirty miles from New York. Life-long job to right man. Write full qualifications in strictest confidence. Box 304, Printers' Ink.

Editorial Promotion and Circulation Manager

Trade journal now enjoying largest paid circulation in its field wishes to employ a man to take charge of its promotion work. While some additional circulation is desired the principal work will be to devise methods which will produce greater reader-interest in the editorial section of the magazine among manufacturers, wholesalers and retailers. Good results are now being obtained solely on editorial merit. Address Box 321, P.

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A New York House producing the finest offset printing—booklets, posters, reproductions, etc., in one color of full colors—has an opening for a salesman of the highest type, who will find an unusual opportunity. Address Box 311, P. I.

SALESMAN to sell lithographing for a large, established concern who has experience and ability or who is personally acquainted with large concerns purchasing advertising of any description. State experience and connections. Box 312, P. I.

Salesman for Agricultural and Veterinary-Medical Products—College training and knowledge of foreign languages essential; exceptional opportunity with an international corporation for alert, wide-awake young man. Box 328, P. I.

SALES MANAGER

to work with large force of small-town salesmen. Product: advertised farm equipment, sold through stores and direct to user. Must have ideas, personality, aggressiveness. Must be able to go out to hire salesmen and help close sales, as well as correspond. We are one of the largest manufacturers in the field, located in small city thirty miles from New York. Lite-long job for man who makes good. Handsome salary and bonus arrangement. Write full qualifications in strict confidence. Box 305, Printers' Ink.

Outdoor Advertising Salesman

Wanted a man who can sell outdoor advertising space in the finest locations in America. Must be experienced. One who can attract national advertisers of first rank. Write in confidence to: T. C. 730 5th Ave., New York City.

Wanted Sales Promotion Manager

A paint manufacturer located in the New York District whose business in the past has been entirely industrial is now entering the dealer field. We are seeking the services of a Sales Promotion Manager with proven ability. We want a man with vision who understands the problems of the dealers, and can help them make more money on their Paint and Varnish business. We want a man who is looking for an assured future. In writing for an appointment please outline your record and qualifications and submit samples of your work which will be returned. Address Box 987, Printers' Ink.

ADVERTISING SOLICITOR

Must be a producer. Knowledge of radio desirable. Box 329, care of Printers' Ink.

Combined Investigator and Salesman, preferably presentable young College man; must be prepared to make brief trips out of New York whenever necessary. Salary to start \$45.00. Replying state age and experience. Box 989, P. I.

Specialty Salesmen—If you have made good selling specialties at prices of \$100 or more, and seek an opportunity to earn up to \$10,000 per year in commissions, write at once for our proposition, stating territory preferred. Address J. D. Claitor, General Sales Manager, Galveston, Texas.

Good Position for Good Publicity Man

New York offices of a group of electric light and power, street railway and other public utility companies, want a man who can write newspaper articles and general descriptive matter and who can conceive snappy booklets, window cards and display ads about public utility services. Will be located in New York. State experience, salary expected and send enough samples to warrant an interview. Everything treated in strictest confidence. This is a good opening for a good man. Address PUBLIC UTILITY, BOX 993, Printers' Ink

MISCELLANEOUS

Publishing company with offices on midtown Broadway has desk room with telephone service to rent at moderate price to out-of-town representative. Box 999, Printers' Ink.

\$10.00 to \$30.00

LABEL OR BOX DESIGNS

"The Best in This Line"
J. D. VOULGARIS & ASSOCIATES
BOX 1071 St. AUGUSTINE, FLA.

POSITIONS WANTED

YOUNG LADY, EXPERT TYPIST, desires position mornings. More time later. Capable handle details. Advertising, publishing experience. Address Box 301, Printers' Ink.

Information expert desires opportunity to organize or conduct information or research department. Unusual "nose for news." Experienced executive. Gets results. Box 995, Printers' Ink. 24

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ANALYTICAL RESEARCH WORKER College woman, seven years' experience in bank, advertising agency, medical-social organization. Position desired first of year, salary \$3000. Box 308, P. I.

COPY or PRODUCTION

Dependable assistant available for defi-nite, forward-going job with man now doing some outstanding work: present earning \$2100. Box 325, Printers' Ink.

EDITOR

House-Organ or Class Journal. Broad experience, publicity, make-up, production. Capable full responsibility. Address Box 322, Printers' Ink.

ADVERTISING PRODUCTION

College man; 25; understands type, lay-out, engraving and printing. Experienced in laying out ads, booklets, catalogs, etc. Box 310, Printers' Ink, Chicago Office,

COMMERCIAL FIGURE MAN

with large experience, equally efficient in line, black and white, color and poster work, open for connection. Box 319, Printers' Ink.

N. Y. ADV. WRITER

Six years' copy chief leading agencies, open for special copy or as advertising manager. Box 314, Printers' Ink.

MEDICAL ADVERTISING

A man whose work has been termed "conspicuous by its good sense," a virile, original writer, experienced all phases productive acceptance of the constant of t duction, seeks connection, especially with agency. Box 994, Printers' Ink.

AD MAN-copy, layout, production; having worked at each individually. A combination man (38) of highest type with best references, for small agency or a manufacturer. 17 yrs. experience; now employed. Salary \$6,000. Box 996, P. I.

Advertising-Young man, good stenographer, assistant copy writer. Trained rapher, assistant copy writer. Trained advertising practice, 3½ years New York University. Analytical, understands and can apply scientific method in treatment and presentation of theme. Box 303, P. I.

EXPERIENCED SALESMAN

Desires connection as manufacturer's representative in Chicago territory. Is splendid producer. Can show satisfac-tory financial and personal references. Address J. R. N., Room 1254, Peoples Gas Building, Chicago.

SPACE BUYER—Over fifteen years' experience; thoroughly familiar with every detail of the advertising agency business. Experienced in office management; can take complete charge if desired. Eight years with present employer, but seeking greater opportunity. Age 35, married. Box 318, P. I.

At the Bottom

in advertising a young man wants to start with an organization of sufficient size to reward development with advancement. Age 27 with two years practical experience in agency and print shop backed by college training in English and Advertising. Box 302, P. I.

WE CONNECT THE WIRES

 $\Gamma_{ ext{vacant}}^{ ext{ELL US about that}}$ let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the advertising and publishing field. No charge to employers.

FERNALD'S EXCHANGE, INC. THIRD NAT'L B'LOG., SPRINGFIELD, MASS.

Artist-Young lady, experienced, creative ideas; general subjects; fashions; wash, pen and ink; color; dummies; finished to manage office. Box 323, P. I.

COPY WRITER

Forceful, Fluent and Versatile Allaround Agency Experience; also capable Advertising Manager. Box 324, P. I.

By college man, ten years' advertising experience in Philippines. Speaks, reads and writes Spanish; knows Oriental markets. Position with advertising agency, export house or traveling. XYZ, Box 316, Printers' Ink.

Export-Advertising man of valuable experience, retail, wholesale, manufacturer and agency, thoroughly competent in copy and all mechanics of advertising, seeks opportunity in export advertising department of manufacturer. Box 307, P. I.

Advertising Solicitor wants work. Scotsman, 20 years' successful American and foreign newspaper, trade journal and agency experience. Expert copy writer, cracker-jack promoter. Best references. Commission with drawing account. Box 313, P. I.

SALES AND ADVERTISING

Young man whose experience in selling, Young man whose experience in sening, field research, planning, copy and lay-outs, etc., fit him for executive position in small organization or assistant in large. Box 326, Printers' Ink.

An alert and broad-visioned young woman with an unusual background of retail merchandising and market surveys in the principal cities of the United States, who can also write forcefully, desires agency or other connection offering wide scope. Box 315, Printers' Ink.

> Good-Will Builder and Advertising Manager

Woman of exceptional ability with years of experience in co-ordinating sales and advertising, desires position as advertis-ing manager. Box 320, Printers' Ink.

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Whetting BOSTON'S Appetite

RECENTLY the Herald-Traveler Test Kitchen demonstrated a new sherry flavoring. Hundreds of Boston housewives both saw the flavoring in use and tasted its rare delicacy. As a result, more than one thousand new customers were created for that flavoring in one week.

This is a fair example of what the Herald-Traveler can accomplish for the manufacturer of any meritorious food product.

In thousands of Greater Boston homes the Herald-Traveler is the only paper read. Every week, in its news pages, this trusted paper gives columns of instructive publicity to the activities of the Test Kitchen. New ideas are set forth in recipes and suggestions; interesting food stories are told; and the woman reader is urged to visit the Test Kitchen where all kinds of food products are in actual use.

Through this system thousands of new friends are made for particular brands. Again and again, brokers and retailers have found their sales for some special product tremendously stimulated by its exploitation through the Herald-Traveler. It gives those particular products the most complete and concentrated publicity imaginable.

"Appetite appeal" is recognized universally as the prime factor in promoting the sale of food products. The grocer whose store smells of good things to eat always sells the most goods. Let the Herald-Traveler whet Boston's appetite for your product and you will see how much more your customers buy!

Two informative booklets, "Business Boston" and "Mistress Boston Goes to School," explain the Boston advertising situation in detail. Both should be in the hands of every advertiser of food products. Both will be sent you, gratis, upon receipt of request on your business stationery.



BOSTON HERALD-TRAVELER

What a Space Buyer ought to know

about the Chicago Tribune and its market



Circulation Growth

1. The City-

- (a) In Chicago and its immediate suburbs there are more people than in any one of the thirty-six states shown in black on the map opposite,
- (b) In this tremendous market The Chicago Tribune (with one-third more local circulation than the next paper) reaches practically 100% of the English-reading familes.

2. The Territory-

- (a) The Chicago Territory (Illinois, Indiana, Iowa, Michigan and Wisconsin) with one-eleventh of the area of the United States, has one-sixth of the population, who possess one-fifth of the national wealth.
- (b) In each of 1063 towns and cities of these five states (outside of Chicago) The Chicago Tribune reaches from one-fifth to four-fifths of the families of these towns; 471 are shown by dots on the map opposite.

3. Dealer Influence-

- (a) In Chicago 80% to 85% of the retailers read The Tribune. Outside the city, in a zone 400 miles in diameter, from 60% to 85% of the retailers read The Tribune.
- (b) Not only do they read it, but from 63% to 87% of them state that Chicago Tribune advertising is a selling influence and moves goods from their shelves.

4. Cost-

- (a) Chicago Tribune advertising space is economical because circulation increases make each contract a great bargain before it expires. The chart at the left shows the rate at which the paper has grown.
- (b) Compared with other media Chicago Tribune space is positively cheap, Based on circulation and rates of October, 1924, National advertisers can buy space in The Tribune on week-days for \$1.46 per milline and on Sundays for \$1.30 per milline. How much space are you buying at rates as low as these, Mr. Space Buyer?

The Chicago Tribune